

"Democracy is based upon the conviction that there are extraordinary possibilities in ordinary people."  
— Dr. H. H. Ford

# The Northfield Press

A WEEKLY NEWSPAPER DEVOTED TO COMMUNITY SERVICE.

"Truth, justice, and the welfare of man depend on individuals with the courage and opportunity to express their opinions."  
— Lancelot Whyte

No. 4917.

NORTHFIELD, MASS., FRIDAY, APRIL 29, 1949

SINGLE COPY 5 CENTS

## MILLERS FALLS CHURCH FUND GOAL REACHED AT NORTHFIELD MEETING

The Millers Falls Congregational Church building fund went over the \$80,000 mark with the announcement, at the spring meeting of the Franklin County association of church Brotherhoods and Men's

### Hartford Conference

This spring meeting of the Connecticut Valley Conference of Unitarian and other Christian Churches was held in the Unitarian meeting house in Hartford on Sunday, April 24, with afternoon and evening sessions and supper served during the intermission by the Hartford Evening Alliance.

The Rev. Richard G. Sechrist of Northfield delivered the opening address on "What's My Church Meant to Me?" Roland W. Burbank, headmaster of Dexter Academy, followed by a comprehensive talk on "Practical Churchmanship." Sectional meetings for the Ladies' Alliance, the Layman's League, led by Mr. Burbank, and the A. U. Y. group, with a talk by Mr. Carl Beck of Wesleyan College — "With the Unitarian Service Committee in Czechoslovakia." A general business meeting followed, with a generous collection for Rowe Camp.

The evening session was devoted to praise and prayer with an eloquent and illuminating address by Prof. Moses Bailey Nettleton of the Hartford Seminary Foundation on "Brotherhood in Palestine," with knowledge gained at first hand. The organist, Mrs. John Lee Brooks, gave much pleasure with her rendering of two Bach pastorals and a postlude, "Trumpet Voluntary" by Purcell. There was an excellent hymn of "Praise" (Alec Rowley) by the choir and Malotte's "Lord's Prayer" was sung with reverence by Mrs. William E. Schultze.

There were over a hundred people with delegations from Northfield, Barnardston, Greenfield, Springfield, Florence, and other places. Those attending from Northfield were the Rev. R. G. Sechrist and Master Richard Jr., Mr. and Mrs. Joseph Morgan, Mrs. Bessie George, Mr. and Mrs. Charles Neal, Mrs. Mabelle Harriman, and Mrs. Gertrude Whitney.

### Figures for Pool

#### Are Nearly Complete

Information indicates that the Swimming Pool Committee is nearing the end of its preliminary investigation, and will be able to present a complete report in the near future.

Figures are on hand for the various phases of developing a swimming pool in Northfield, as well as for the start of a general outdoor recreation center.

### WEATHER STATION REPORT

The following data is compiled from the weather station located on the campus of the Northfield School for Girls:

Date	Max.	Min.	Rain
April 20	61		
April 21	59	16	
April 22	75	40	.16
April 23	62	35	.15
April 24	48		
April 25	80	18	
April 26	61	39	
April 27	71	44	

### ON THE AIR



The Northfield Post 9874, V. F. W., will be on the air at the regular time this Saturday, 4:45 over station WHAI, with another in the series of Speak Up For Democracy broadcasts.

Mott P. Guhse, Adjutant, will be the speaker this week.

## V. F. W. Post to Again Operate Concession

The Northfield Post 9874, V. F. W., will once again operate the concession booth at the Northfield Drive-In Theatre, when it opens at dusk Saturday, April 30.

The committee in charge of the concession headed by Robert Gingham, assisted by Mark Wright and Ed Luciw, has purchased new equipment which will insure faster service to all patrons of the booth. A new grill, steamer, coffee urn, popcorn machine have been added to insure rapid service.

The refreshment booth has been considerably enlarged, with the addition of a spacious storage room. Car service has been discontinued for the present, but refreshments will be available before, during and after the show in the booth.

The operating staff for the booth will be augmented this year by members of the newly organized Auxiliary to the Northfield Post.

### Local Legion Post

#### Favors War Memorial

The Haven H. Spencer Post 179, American Legion, went on record as favoring the establishment of a swimming pool and outdoor recreation area as a War Memorial.

The Post also subscribed \$5 to the local Red Cross drive.

Tom Hurley reported on further plans for the Memorial Day parade and exercises, which include the appearance of two bands. One from Orange, which appeared here last year, and the Turners Falls Band, a unit of more than 80 pieces. A change in the route of march was also announced as was the method of controlling traffic which will insure a far better parade, for the spectator as well as the marcher. Chairman Hurley urged that all veterans get out in full force for the parade.

The next meeting of the Post will be held a week earlier in May, on Tuesday, the 24th at the Legion rooms at the Town Hall.

Have your Brakes and Lights Inspected. Get Your Sticker Today!

## NEW ARRIVALS

In Ithaca, N. Y., a second son, Stephen Proper, was born to Mr. and Mrs. Charles Rogers Gredler. Mr. and Mrs. Gredler (oldest son of the Rev. Gredler) were married in the Northfield Unitarian Church by the former's mother several years ago. Charles Gredler is at present a librarian in the Russian Department of Cornell University. Stephen Proper has an older brother, Christopher Rogers.

At Brattleboro Memorial Hospital, April 26, a son to Mr. and Mrs. Francis B. Reed of Northfield; grandson of Mrs. S. H. Miller of Northfield and Mrs. B. M. Reed of East Northfield.

## MOURNED

FLORA BUFFUM

Funeral services for Mrs. Flora Buffum, 69, who died on April 28 in Greenfield will be held at the home of her son, Gordon C. Buffum, East Northfield at 2 p.m., Sunday, May 1.

Officiating will be Rev. Ralph Root, Rev. Joseph W. Reeves and Rev. E. W. Blackstone.

Committal services will be held at the family lot in Wilmington, Vt.

### Town Topics

Leon Dunnell, of this town, has been re-elected president of the Greenfield YMCA Music Appreciation Club.

The date for the play of the lone troops in the upper Pioneer Valley has been changed to May 21, with the theme "Juliette Low and World Friendship." It will be held in Northfield.

Mrs. David Hammond and her two daughters, Susan and Gretchen, spent several days with their sister, Mrs. Vincent C. Carreta in Pittsfield.

Tickets for the PTA annual banquet, May 9, in the town hall, are available from Alvin Porter, chairman of the Ways and Means Committee, Mrs. George Leonard, Mrs. George H. Sheldon and Paul Thompson.

The Franklin County 4-H Round-Up at New Salem on May 7, begins with registration at 9:30 a. m. There will be a fashion parade, exhibits and demonstrations by 4-H members. Those attending are requested to bring lunch.

## Friendly Class Holds Election of Officers

Twenty-three members of the Friendly Class attended the birthday party of the group at the home of Mrs. Edgar J. Livingston. It was voted to send \$10 to the Millers Falls Church building fund.

The nominating committee, Sophie Servaes, chairman, Mrs. Richard Holbrook and Mrs. Julian Black named the following officers: Mrs. Roy Barrows, teacher; Miss Emily Carsons, president; Mrs. Hubert Eastman, vice-president; Mrs. Julian Black, treasurer; program committee, Mrs. Bernard Whitney, chairman; Mrs. Emily Kirk, Miss Helen Handy and Mrs. Philip Mann, Jr., social committee; Miss Sophie Servaes, chairman; Mrs. Shirley Kehi, Mrs. Watson Black and Miss Marjorie Lawrence; work committee, Mrs. Fred Bolton, Mrs. Winston Churchill and Mrs. Owen Stacey; and Mrs. Edgar Livingston, auditor. Miss Miriam Stowbridge gave a talk on Berea college.

The following committee served refreshments: Mrs. James Gillespie, Mrs. James Reid and Mrs. Richard Holbrook. Mrs. Mark Aldrich will be hostess at the May meeting.

### Know Your Teachers

#### MISS ROSE-MARIE MARTEN

Miss Rose-Marie Marten is a blond young lady who started her teaching career in Northfield High School last September. She was born in Springfield, Mass., but has lived most of her life in Williamstown, a suburb of Chicopee, where she attended grammar and high school. During her high school days she was interested in work on the school paper and was a member of the Glee Club and of Pro Merito.

In 1944, she matriculated at the University of Massachusetts where she was a member of Sigma Kappa Sorority. While she majored in English and minored in French and education, she was especially interested in dramatics. During her course, she studied public speaking, made scenery and model stage settings, and directed a one-act play. Her hobbies are sewing and reading.

In teaching Junior High School English here, Miss Marten is following in the footsteps of her older sister, Mrs. Helen Hamill, who taught English and other languages at Powers Institute in Barnardston in 1945-46. She has assisted Miss Lawley in coaching volleyball and Miss Dearyne on the school paper. Since she is friendly, cooperative, and hardworking, she should make an excellent teacher.

## CAMIERS BULK SHIPMENT BOUND FOR FRANCE ABOARD THE S. S. RONDA

Word has been received from the American Aid to France, Inc., in New York, that the bulk shipment to Camiers, France was loaded on the "S. S. Ronda", which sailed on April 15.

### Lose A Hat?

Somebody left a gray felt hat in the town hall after the Fish and Game Association supper last week. Left in a hurry presumably. No size available. Anyone needing a hat — or rather whoever owns the hat can claim the topper from Frank Williams who is in custody of it at the moment.

## "La Voix Du Nord" Has Adoption Story

The PRESS received a French newspaper, "LA VOIX DU NORD", from Camiers, France the other day.

It is an eight page regular size newspaper with a preponderance of news items, and feature stories, with offices in Lille and Paris, and circulating in the northern part of France bounded by Belgium on one side and the English Channel on the other.

On page 6 of the paper, a bold three column heading, NORTHFIELD (Massachusetts) stands out, rather strangely too, in this French language paper. Two pictures are featured in the story — the pictures of the proprietors of the PRESS. The paper devotes a three column story to the adoption of Camiers by residents of Northfield.

### Sunday in the Chapels

Dr. Morgan P. Noyes, minister of the Central Presbyterian Church, Montclair, N. J., who served as chaplain of the 1948 General Conference, will be guest preacher in Russell Sage Chapel this Sunday at the 11 a. m. service. At Mount Hermon School the Reverend Benjamin R. Andrews, Jr., chaplain of the Northfield School for Girls, will lead the morning worship service in Memorial Chapel at ten-thirty. This Saturday evening at 8:15 the bands of Mount Hermon School and Deerfield Academy will give a concert in the Auditorium on the Northfield campus. The public is cordially invited to attend.

Dr. William E. Park will preach at the morning service at Wellesley College this Sunday and in the evening he will be guest speaker at the vesper service at Milton Academy.

## CALENDAR OF EVENTS

April 29.  
CPC Forum, Regional Consolidation, 8 p. m. town hall.  
April 30.  
VFW broadcast, WHAI, 4:45 p. m. Mott P. Guhse, speaker.  
The Junior Prom, May 6, 8 p. m. at Town Hall, dress semi-formal. Music by the "Musical Bergerons."  
May 7.  
Franklin County 4-H Round-Up, New Salem, 9:30 a. m.  
May 9.  
Annual PTA Supper and election of officers. Town Hall 6:30 p. m.  
May 10.  
Haven H. Spencer Post visits Barnardston Legion Post.  
May 11.  
VFW meeting, 8 p. m. Post quarters.  
May 12.  
Evening and Afternoon Alliance Meetings.  
May 17.  
Brotherhood meeting, "Father & Son" night.  
May 18.  
Red Men meet in Grange Hall, 8 p. m.  
May 21.  
Girl Scout "Lone Troops" of Pioneer Valley meet in Northfield.  
May 24.  
Lexton Meeting, town hall, 8 p. m.  
May 26.  
CPC meeting, town hall, 8 p. m.

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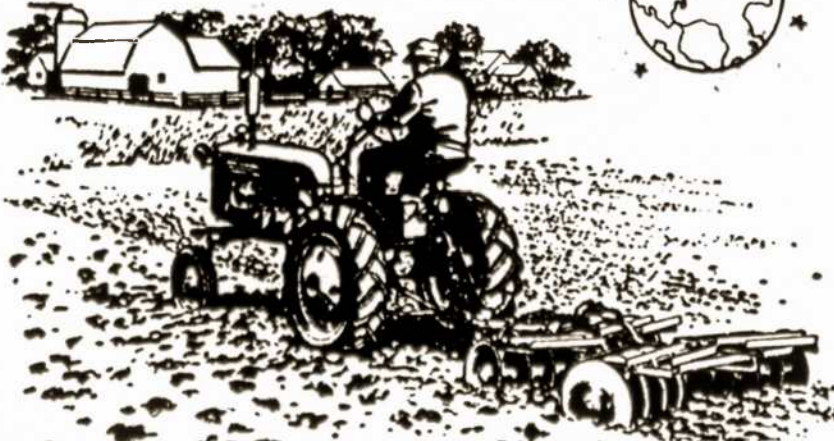
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## A War Memorial

An item elsewhere in the PRESS notes that "Greenfield has offered facilities for Northfield scouts to participate in their day-camp program".

How much better that would look and sound if it said, "Northfield has offered facilities for Northfield scouts".

A local swimming pool and outdoor recreation area would go far in making this thought a fact. Certainly the area now under construction for a swimming pool and recreation area offers much in the way of facilities, undeveloped at the moment of course, for local organizations such as the Scouts.

This should be considered seriously, for certainly Girl Scouts and its Troop Committee deserves support and encouragement at this time when their progress is so evident.

If the opportunities for swimming, for Scouting, for recreation, were offered in this town, there would be no need to rely on outside towns and agencies for these facilities.

It may be noted that both veterans' organizations in town have gone on record as favoring a swimming pool and outdoor recreation area for a War Memorial.

Consider that fact. Consider the need for it. Consider the benefits resulting from it, not only today, but in the years to come. Not only for a few, but for all the people. Consider the benefits for the visitors and summer residents of the town, which ultimately means benefits for the entire town. In other words not only will the physical health of the town prosper but the economic health as well.

A War Memorial to the dead — for the living.

## "In The News"

As has been noted in a short news item in this issue of the Press, a French newspaper, LA VOIX DU NORD, carried a lengthy story of the adoption of Camiers, France, by the PRESS and many residents and organizations of this town.

To the proprietors of the PRESS this means a good deal more than mere personal publicity. It means that thousands of Frenchmen over a very large area have an opportunity of learning first hand of the importance of American friendship.

This very tangible recognition of what has been done in Northfield by the school children, the organizations and the individuals should bring home very strongly to all of us the importance and truth of these words from the PRESS on Nov. 26, 1948:

"To say, 'My contribution is small — I won't bother.' How wrong that is."

"The implications of this adoption — of any adoption — are of vast importance. It's eventual effect cannot be underestimated."

Time and events have proven the value and worth of each and every individual contribution to this adoption program.

We are grateful and pleased to know that LA VOIX DU NORD has seen fit to grant this token of recognition to NORTHFIELD (Massachusetts) for its part in the adoption of Camiers.

## BREEZE

by  
HAROLD A. BRIESMASTER

### Culture Centers

The success of the Deerfield Valley Art Association and the Shelburne Falls Art Center has been due to the enthusiasm of the members of these groups and their broad, far-reaching programs sounding out a welcome to all in the communities.

There are classes for young and old, covering painting, stenciling and craftwork of all kinds. Their success is demonstrated at the regularly scheduled exhibits displaying the talents of the members. These exhibits are attended by thousands of residents from surrounding areas. Deerfield and Shelburne Falls have become known as centers for the artistic minded because they have banded together those who have ability and those desirous of learning. Art is now recognized as an escape medium, not just a pastime for those who have plenty of leisure. Busy people those bored with routine jobs, as well as those with whom "culture" is generally associated, benefit by the sharing of artistic secrets.

Northfield with its many heritages could well add another, and is a logical place for an all-inclusive art association.

### Command Decision

The best news of the week, besides the report that the Berlin blockade might be lifted, was the decision of the Secretary of Defense ordering work stopped on the super aircraft carrier "United States".

From now on interdepartmental controversies will be dealt with forthrightly and the Army, Navy, and Air Force can use their respective energies to develop power and efficiency. Defense Secretary Johnson has tackled his job fearlessly and seems likely to succeed in unifying the services.

Bitter rivalries that have tended to weaken the armed forces will be replaced by an earnest effort to perfect a super well-integrated fighting machine, ready to discourage any would-be aggressor. The grim events in China emphasize the need for speedy unification. Armies are again on the march and peace in the world is searched for but not found.

### Public Service

The term "public service" is such a broad generality that it is often misunderstood. There are many public servants, most of them paid, and most of them doing administrative work in the nation, state and local governments. There are other public servants who, in addition to their regular occupations, try to do constructive work in public activities.

For example, Herbert Hoover has taken on an extra task of government reorganization, even though he has earned the right to retire from active affairs. His recommendations, if adopted, will save the country billions of dollars and will result in a more efficient government. But he does not seek acclaim, nor further public office, nor financial reward.

This same urge to improve the lot of man, whether for the nation or the local community, should not be thwarted by the misinformed or the suspicious or the obstructionists. Those who can't understand why people are public spirited without seeking reward, should look to the Bible, the biographies, or the faces of little children.

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## VIVID RECOLLECTION

by Phil Porter

Those in charge still considered more expedient to let the matter drop. As a result they were thrown out of office and a more humane and sympathetic group was chosen to fill the vacancies. I was one of the new members.

This new committee was really making marked progress in stabilizing the peace of mind of those concerned; but when Morely burst into the room, (mentioned earlier) and declared his statements to be absolutely reliable, then it was that the town in one body demanded and insisted upon more evidence to substantiate and confirm the report. There were many who believed that the anger of the Lord would seek recompense or bring judgment against the population for its unwarranted and uncivilized methods of procedure in dealing with the old gentleman.

Such forebodings did not brighten the outlook of my forthcoming adventure, and when the Dietz was mentioned as principal in dealing out retribution, I began to have misgivings regarding my own health and safety. I had promised to investigate; but I saw the day when I relented for not having kept my big mouth shut.

At its best the historical background of the old Craig mountain region was not pleasant reading. I had read of a man who in the early days of the discovery of Northfield got quite a surprise from the Indians; and any information I have gathered from books or memorials informs me that both he and his companions got the worst of a bad deal. However, in those adolescent years I was full of energy and bravado. I was crammed full of something that left neither room nor desire for anything tangible, or substantial knowledge. I know far less now than I thought I did then, but it is of more value to me.

The more I thought of this undertaking, the more I was impressed that it required the strength and stamina of a more mature and experienced person than I. Had there

been a substitute to take my place I would have been quite willing and greatly relieved; but there was no one, neither could I reverse my decision and ever hope to live it down in the community. To tell the plain truth I certainly was afraid to tackle this problem and I began to look for a way out of it.

However, "calm before the storm." When I made an appraisal of myself, I took on new courage. I was young and athletic, and could leap the highest fence, or hurdle if driven. I could run like a deer. All of these advantages gave me a brighter outlook for engagement in my purpose.

Furthermore, there were those ever present promises: "Let not your heart be troubled, neither let it be afraid." "He will be thy shield and buckler." "I will watch over thee." All of these and many other gems of promise and assurance gave me new hope. But, for all that, these guarantees would have had a deeper and fuller meaning had I been lying on my back in bed looking to the ceiling in an attitude of reverence and supplication. Then the disturbing thought came to me that these promises may not apply to me in this instance. So it went — night and day.

In the daytime and the sunlight, prospects of success were reassuring, but when the twilight followed by total darkness fell over the landscape each succeeding day thoughts of assurance and success dimmed considerably. The risk involved did not warrant the undertaking. I am going notwithstanding.

That old relic of humanity grew bigger and more formidable while I diminished in stature and became less significant as the day of trial and adventure closed in upon me. The jitters possessed me, and a nervous frame of mind gave me continuous anxiety and a fear the like of which I had not experienced. This was to be no child's play!

The murdered hermit of Craig mountain was in every shadow.

(To be continued.)

## Town Topics

Mrs. William M. Marshall, who is preparing to join her husband, Major Marshall in Japan, was presented with a traveling iron and a basket of handkerchiefs at a Legion Auxiliary meeting. George Leonard and E. M. Powell Sr. showed moving pictures at this meeting, and Mrs. Bertha Rikert and Mrs. Sarah Finch served refreshments.

One hundred and fifty prizes were awarded at the recent Fish & Game Association Banquet, with the following winning special awards: Shirley Gaines, rod and flies; James Neigh, fishing boots; Mrs. Matthews, rod and reel; Robert Shearer, net and basket; George Marshall, 22 rifle, and Charles Tabens, cooked turkey.

The WCTU met at the home of Mrs. Bert Newton for their April meeting. Important selections were read from the national paper, "Union Signal." Ice cream and cake were served.

Mrs. Grace C. Cornell, who spent the winter months in California, has returned and reopened her home on Winchester road, East Northfield.

Mr. and Mrs. John M. Spoor of Kingston, N. Y., are guests this week end at the summer home of Miss Ethel Lawrence who returned with them to reopen her house in Mountain Park.

Mrs. David Tomkins has reopened her beautiful home on Winchester road for the summer.

Mr. and Mrs. Harry J. Waaser and family of Queens Village, N. Y., are at their cottage on Rustic Ridge this week end.

Mr. and Mrs. Herbert E. Seeley

of Weehawken, N. J., were in town this week looking over the prospects for the purchase of a home. They were escorted about the town by William F. Hoehn.

Mr. and Mrs. Robert Schepp are making extensive improvements in landscaping their grounds on Linden avenue.

Louise Andrews Camp of the Salvation Army is being made ready for the summer campers and conferences. The camp will open on July 1st.

Ross L. Spencer, Jr., Parts manager of Spencer Bros., local Ford dealers, who left for Detroit on April 19, is undergoing an intensive orientation in Ford merchandising methods. Spencer, with 40 other members of his class, is getting a concentrated course in Ford dealer operation in this month-long course which will include both classroom work and tours of all Ford facilities in the Detroit area. He will have the opportunity to meet all the officials of Ford's top level management.

"Larry" Quinlan has acquired one of the most sought after horses on the market today, a golden "Palomino". The horse "Golden Signal", an eight year old, came from one of the largest horse markets in the country, located in Bucyrus, Ohio. The trip took 28 hours by rail. Larry will ride "Golden Signal" at a show at the Keene Fairgrounds in Keene, N. H. this Sunday.

Mrs. Lawrence Laselle celebrated her 82nd birthday on April 27. She received a great many letters, cards and telephone calls. A number of friends dropped in during the day.

## THANK YOU...

The Members of the Northfield Post 9874, V.F.W., take this opportunity to thank their many friends for their patronage of the concession booth last summer at the

## NORTHFIELD DRIVE-IN THEATRE

The Post, and its Auxiliary extend a warm and friendly welcome to old and new friends alike — from April 30 on, we will be able to give the usual neighborly service as before, and more too! This year things will be different. The Booth will be larger — and we have added bigger and better equipment to give faster service.

Come in and say Hello — and of course look over our refreshments. Before, during, and after the show.

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American Building Telephone 55 Brattleboro

**Almanac**

Who says the almanac is a mere book?

APRIL

23—William Shakespeare died 1616

24—Spain declared war on U. S. 1898

25—First telephone conversation around the world 1934

26—Henry M. Stanley completes African expedition 1890

27—Soil Erosion Act passed 19



## THRU THE EYES OF THE PRESS

## S &amp; I ARMY &amp; NAVY STORE

Serving This Trade District

One of Greenfield's FINEST DEPARTMENTAL STORES  
 SPRING SALE NOW IN PROGRESS - A GALAXY OF BARGAINS GALORE. Complete Departments to Meet all Budgets. Popular Price and NATIONALLY ADVERTISED MERCHANDISE. "Marlboro" Shirts "W. L. Douglas" Shoes. "Adam" Hats Etc. Ladies Ready to Wear - Coats, Suits, Footwear. Sporting Goods. Tobacco and Smokers' Supplies. LARGE and MOST SELECTIVE LINE OF Mens, Boys and Students Clothing in Franklin County. Camps and Some War Surplus Items. Your Business is Appreciated.

The S. and I. Army and Navy Store centrally located in the HEART OF GREENFIELD at 288 Main Street, is regarded by all Franklin Countians as their store when it comes to the purchase of Dress, Work and Sports Clothing. This well managed and excellently planned store welcomes at the NEW SPRING season all their friends and customers to come in and look over the extensive array of quality merchandise at appealing prices to meet all BUDGETS. The most important discussion of the day is the subject of PRICES and HIGH COST OF LIVING. Since the termination of the war and the long, drawn-out O.P.A. activity nearly everyone has been more or less concerned with the value of \$1.00. The economists and living cost statisticians of the present day say we have a .59 dollar. Naturally with these few thoughts in mind and the gradually tightening up of the spending activity your writer takes this opportunity to point out the S. and I.

Army and Navy Store for your Clothing purchases.

The S. and I. Army and Navy Store is a great FRANKLIN COUNTY FAMILY STORE. The selection of merchandise is on par with that which you would expect to find only in the LARGEST OF CITIES. . . yet, prices are attractive. . . so much so that many people in Greenfield and from the outlying towns buy here for their varied needs in clothing, sporting goods, camping outfits, shoes, rubbers, tents, tobacco and specialty merchandise etc.

The forthcoming GRADUATION season is just ahead. Many MOTHERS throughout the county and FATHERS as well take a personal pride in these Events. The young man about to graduate wants to look his BEST on Graduation Day. Suggestion is made by your writer to bring the young man to the S. and I. for at this store you are sure to outfit him SMARTLY and at prices you can afford to pay.

Just at this season of the year with the schools soon to close a great number of our folk are Mountain and Seashore conscious. At the S. and I. Army and Navy Store you can secure such necessities which make for a fuller vacation such as tents, camping outfits, famous make golf shoes, baseball shoes, in fact, footwear for all sports. The management and the associated personnel will be glad to show you these items and at MONEY-SAVING PRICES.

Space does not permit the writer to enumerate the large stock carried at the S. and I. Army and Navy Store. In buying here you can feel assured that you are not paying for overhead, such as fancy fixtures, high rent and costly sales force. The policy of the S. and I. Army and Navy Store in Greenfield is just in a word. . . GOOD VALUE - Money Saving Prices. In closing the writer is pleased to point out and recommend The S. and I. Army and Navy Store in Greenfield to all his readers.

## LODGE PETROLEUM CORP.

OIL "AL" LODGE

Franklin County Distributors of CALIFORNIA OIL Products. . . "CALSO GASOLINE" and "RPM" Motor Oil. Dependable service to large and small accounts throughout the County. Patronize your Community Dealer by visiting the Sign of Quality. DISTRIBUTORS OF DUNLOP TIRES. Readers Note: NOW CALSO HAS TC2 the PLUS Energy with THERMAL CATALYTIC Components. Western wartime laboratory research perfected flying fuels from which have come the improvements in these two great gasolines. To give the EXTRA performance in CALSO and CALSO TC2.

The Lodge Petroleum Corp. are the Franklin County Distributors for the CALIFORNIA OIL CO., manufacturers of CALIFORNIA OIL PRODUCTS. Don Newhall, is the manager for the LODGE PETROLEUM CORP. and the office and bulk plant is located at



334 Chapman St., Greenfield, Tel. 3221. This enterprise is a Franklin County institution and is an important factor in the county wide distribution of California Oil products. . . namely CALSO GASOLINE AND RPM MOTOR OIL.

Lodge Petroleum Corp. by virtue of serving their dealers with a dependable and superior product—who in turn serve the public—have become outstanding distributors in the

petroleum industry—it is they will merit an increasing patronage thru-out this part of the state. Having sound financial resources the Lodge Petroleum Corp. and their dealers in turn are fully equipped with all the necessary and modern conveniences for better serving the public.

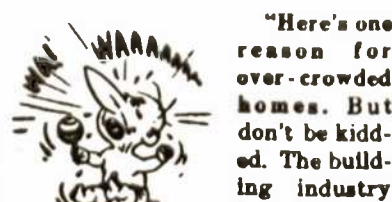
For the longer life and better performance of your car or truck, oil



burner or tractor, or any motor wherein high grade petroleum products are used, stop in at the nearest CALSO sign and be assured of quality CALIFORNIA OIL PRODUCTS and authoritative information on scientific lubrication.

In this Greenfield review the writer is pleased to once again number and point out the Lodge Petroleum

## Sylvester Says:



"Here's one reason for over-crowded homes. But don't be kidded. The building industry is taking up the slack between war time population increases and housing needs."

Last year, the greatest in home building world history, the building industry constructed enough homes to house the combined populations of Detroit, Baltimore, Boston, Indianapolis and Atlanta.

If you like to think in terms of wide open spaces, then consider this: you could house the total populations of these 7 mountain states: Montana, Idaho, Wyoming, New Mexico, Arizona, Utah and Nevada in the homes built by private industry during 1948.



Artificial Insemination  
 In 1919 the Russian Professor Elie Ivanov, after 20 years of preliminary work, set up the central experiment breeding station in Moscow to further the method of artificial insemination. In 1946 there were in the United States 338 dairy cattle breeding associations, with 71,322 members in 29 states, owning 579,477 cows and using 900 bulls. Leading states in use of the method are Wisconsin, Pennsylvania, Ohio, New York and Iowa.

Hurricanes Affect Life  
 Hurricanes raise havoc with the lives of wild creatures the same as humans. Wildlife Management Institute reports. The October hurricane which cut a swath across south central Florida and then struck the Mississippi delta area seriously reduced the mature quail population. On the Charlotte county, Florida quail investigation area of 61,700 acres at least two thirds of the quail were destroyed by the hurricane and the accompanying high water.

Corn Cribbs  
 Round cribs made of snow fence or wire mesh are one of the most economical means of storing ear corn.

## DEERFIELD WAYSIDE FURNITURE CO.

FRED RENFREW and STEVEN KOWALSKI, Props.

Serving This Trade District

Complete Service in Popular and Moderate Price Furniture for the Home. COOLERATOR Refrigerators - LEONARD and BAKER Combination Stoves - SPEED QUEEN Washers - PABCO Floor Coverings - ADMIRAL RADIOS - TELEVISION also Available.  
 STORE HOURS: Monday thru Wednesday, 9:00 A. M. to 6 P. M. Thursday thru Saturday 9:00 A. M. to 9 P. M.

In every trading center—competition is keen—one establishment stands out over another for one reason or another. Generally speaking, people today demand QUALITY and so, too, PRICE is a consideration. The aim of MOST is the ultimate for every dollar spent. For this reason the Deerfield Wayside Furniture Co., located OUT OF THE HIGH RENT AND CONGESTED AREA on Route 5, Deerfield, Mass., Tel. Greenfield 8427, is looked upon since its opening about a year ago as THE CENTER for those who seek QUALITY Furniture at prices that do represent a GENUINE SAVING. This is ever the rule here—for it has been so planned. In fact this is the foundation upon

which the Deerfield Wayside Furniture Co. is operated. Business here is conducted on a plan which, in fact, makes it possible for the Deerfield Wayside Furniture Co. to pass a saving on to their customers. Their overhead is low—in every sale made, whether it be a single piece or the furnishings for the whole house, there is that personal relationship between the buyer and seller—which on the part of Messrs. Renfrew and Kowalski just must result in satisfaction. "A Little Out of the Way—Much Less to Pay."

Residents of our communities who have visited the Deerfield Wayside Furniture Co. know that they will find character and personality, distinctiveness in design,

woods and finishes in every last piece of furniture offered—rugs, carpets and linoleums, in a wide choice of patterns.

When you select something for the home it is something that is going to add beauty and comfort to your surroundings for a long time to come—Remember, too, every member of the family will enjoy it—for these reasons visit the Deerfield Wayside Furniture Co.

The VETERAN in furnishing a for the SPRING season bride-to-be will find the Deerfield Wayside Furniture Co. a good place to trade for a real savings is afforded. . . "A LITTLE OUT OF THE WAY—MUCH LESS TO PAY."

## HARTWIN STUDEBAKER

Serving This Trade District

Authorized STUDEBAKER Cars and Trucks - Sales and Service. MACK Trucks - CERTIFIED USED CARS - HIGH DOLLAR for GOOD USED CARS - Auto Body, Paint and Fender Repairing - Distributors of NORWALK Tires and Batteries.

The subject of automobiles today is one of NATIONAL discussion. In the large and small communities we find a real acute position as regards the car market and the law of supply and demand. In the Used car and truck field The Hartwin Studebaker located at 8 Pierce St., Corner Federal and DISPLAY AREA at 397 Federal St., Cor. Stanley, Greenfield, Tel. 3696 offers ALWAYS a large variety of real HONEST BARGAINS in Used Cars and Trucks at LOWEST PRICES ANYWHERE.

know used cars and trucks for what they ARE. . . not for what they seem to be. At all times they endeavor in every transaction to strike the happy medium between seller and buyer. A fair profit and not an exorbitant one is the theory upon which Messrs. Winer operate the used car and truck phase of their progressive business.

The Hartwin Studebaker is the center for many of our people. Many have occasion to visit Greenfield regularly. Those working at the various industrial establishments will find the Hartwin Studebaker most conveniently located for auto servicing and suggestion is made by your writer to drop in occasionally. . . have a chat with the management on a used car or truck and you will find Ben and Harold Winer leading personalities in Franklin County. Farmers, truckers and dairymen, remember used trucks are always available—selection of 75 on hand.

Remember, Ben and Harold Winer are your neighbors and when it comes to the purchase of a new or used car or truck it is always good policy to trade with local and trade district men.

## FRANKLIN COUNTY LUMBER CO.

QUALITY LUMBER and MILLWORK FOR OVER A HALF CENTURY

Serving Franklin County - Nationally Accepted Building Materials of Every Description - 4-Square Lumber - RUBBER-OID - CURTIS 1866 Woodwork - Paints - Libby-Owens-Ford Plate and Window Glass - GOLD BOND Wallboard - Insulation - UPSOM Board - MASONITE CELL-U-BLANKET, etc. Free Advisory Service on RENOVATIONS and FINANCING. Complete Stock of CORRUGATED ALUMINUM ROOFING. Complete Millwork Service.

The Franklin County Lumber Co. with office and yards located at 54 Hope St., Tel. 4324 has for over a half century been an important factor in the upbuilding of Franklin County. This firm is known throughout the county for their PRICE, QUALITY and EFFICIENT SERVICE.

One of the decided advantages in dealing with this firm is that a purchaser has the assurance that the products of leading manufacturers are carried by them. Their judgment is a ripened one. Quality materials - materials that have withstood all tests - are featured. The POST-WAR ADJUSTMENT PERIOD means improvement and it always calls for certain maintenance requirements. The roofing of every home and farm building

calls for a periodic checkover. In this respect "RUBBER-OID" products carried at this firm will answer your problem. These products are so constructed that if needed they are readily applied and with complete satisfaction by Mr. Home Owner himself—so it is today with most any product which is designed for most improvement and maintenance purposes.

SPRING TIME IS THE IDEAL PAINTING TIME. Protect your town or farm properties and be in line with our government's request for CONSERVATION - "WATERPROOF" PAINTS featured. They are made under the most exacting specifications and meet all requirements for interior and exterior uses. Come in today and talk over painting problems with this firm.

In this our Greenfield review the writer is pleased to once again assure his readers that QUALITY PRODUCTS plus helpful suggestion and instruction is extended to all by the Franklin Lumber Co. You will find Mr. E. Andrew Day, manager, willing to assist you in any plans for remodeling or general maintenance plans.

At the Franklin County Lumber Co. you'll find a god supply of 1/4 CORRUGATED ALUMINUM ROOFING to give your BARN and buildings complete weather protection. Drop in this week-end for complete details on this later day building product.

## B. F. LAWRENCE TREE EXPERT CO., INC.

The Lawrence "AERO-MIST" Sprayer Co.

Manufacturers of "AERO-MIST" Sprayers for shade Tree Spraying, Crop Spraying, Forest and Park Spraying. SOLD DIRECT by this firm. Serving New England, New York State and the East. Specializing in SHADE TREE CARE - Landscaping - Public Utility Line Clearance.

There is no SUBSTITUTE for EXPERIENCE. In the highly specialized field of scientific tree service and its allied work the services of The B. F. Lawrence Tree Expert Co., Inc. are well regarded throughout the New England States and the East. Mr. B. F. Lawrence has been in business for the past 5 years, however his background in this work represents nearly 25 years. He is by virtue of being well versed in arborist theory and practice a leader in this line.

In the conduct of scientific tree service and surgery it does call for The B. F. Lawrence Tree Expert Co., Inc., has a good organization of well seasoned staff of assistants, associated with them—in fact a personnel of fifty men. These men know the tree business and follow it as a life work. When these men go on the job they are fully protected by insurance as this work calls for a high degree of efficiency in executing it with the most finesse.

The writer in singling out but one phase of The B. F. Lawrence Tree Expert Co., Inc.'s work points out the science of feeding trees. For the

proper advance of tree life as the case for the proper advance of human life it is vitally necessary that this scientific service be administered during the opportune time. The advantages are better invigorated tree life, better color and growth.

Throughout Northfield and the County and vicinity there are many fine homes and estates. These properties do call for a competent landscape service. Within the past several years the Dutch Elm disease has become quite prevalent throughout New England. An old adage is AN Ounce of PREVENTION IS WORTH A POUND OF CURE. NOW is the time to protect your valuable tree life against this pestilence.

As Landscape Architects B. F. Lawrence Tree Experts, Inc. and staff are ready, willing and able to assist the institution, individual or firm in the laying out of a proper setting for whatever the situation might be. They have complete equipment for the handling of any situation coupled with experienced men in their employ—thus assuring

rapid and safe growth. Finding popular acceptance and at present merchandised with a DIRECT SALES POLICY is the AEROMIST Sprayer. This sprayer is a product designed by the experienced ingenuity of B. F. Lawrence. The Lawrence AEROMIST Sprayer Co. is an affiliated firm for the purchase of the AEROMIST Sprayer. . . visit this firm's office today and the personnel will be glad to point out in detail the advantages of this Efficient and quality product in the sprayer world.

In this our annual Greenfield review your writer is pleased to once again recommend the varied services of The B. F. Lawrence Tree Expert, Inc. to town and county officials, institutional directors, building committees, banks, and home owners throughout this section of the state. Many large private estates and institutions throughout the County are served by the B. F. Lawrence Tree Expert, Inc. with office conveniently located at 58 Federal St., Greenfield, Tel. 3132.

It has been claimed that the Persians and Arabs compiled portions of their calendar according to the regular movement of the birds, and the only mysterious part of this natural phenomenon to them was the destination of the fliers. During the earliest years of the Christian era, writers believed that swallows hibernated in hollow trees in the winter.

"Watered Milk"  
 You can add water to milk—if you run it through the can first. See that your milk goes to the can to keep it fresh.

Million Hatched Eggs  
 In the Douglas fir region of Oregon and Washington the production of one million hatched eggs of humber provides a living for about 45 persons for a year.

## BRADFORD'S CANDY SHOP

GREENFIELD'S FINEST CANDY SHOP  
 Delightful Assortment of Candy at all times. Novelty Candy for Every Occasion. HOME-MADE Chocolates and Candies.  
 In a few days we will usher in the beautiful month of MAY. . . May 8th is MOTHER'S DAY. Remember her with a delicious box of BRADFORD'S CANDIES. . . Beautifully Packaged for this the day of all days.

In every community a first-class CANDY SHOP is greatly appreciated by the people it serves. . . in nearby Greenfield such an establishment is the Bradford Candy Shop. NOW LOCATED in their more convenient and spacious store at 16 Chapman St., Greenfield, Tel. 9136. This well appointed shop is under the capable management of Rita Gewehr, who is most appreciative to the business she receives from the people of all Franklin County and Northfield's visiting folk.

Poor candy shops are not the exception by any means and it is a pleasure to point out and recommend an establishment such as Bradford's Candy Shop. Cleanliness is the outstanding feature of this unique shop. Delicious HOME-MADE CHOCOLATES and CANDIES from BRADFORD'S Candy Shop are enjoyed by all members of the family. When shopping in Greenfield, drop in,

and take home a pound of their Quality HOME-MADE CANDIES. Those on SPRING tours, socials in Greenfield or after theater parties will find Bradford's "the" place to visit.

If some one were to tell you that the candy business is the fourth largest food products business in the United States you would be surprised. Yet such is the case. In recent years the candy consumption in the United States has increased by leaps and bounds.

GOOD CANDY, eaten in PROPER AMOUNT, has been proved to be both a health-giving and health-protecting food. It is enjoyed by the grownups as well as the kiddies.

In closing the writer in this our Greenfield business review is pleased to remind old friends and acquaintances new ones with Bradford's Candy Shop. Ample parking is available at their NEW location.

## V. SALUSTRI

SCIENTIFIC SHOE REBUILDERS

QUALITY LEATHER and WORKMANSHIP

Special Attention Given  
 To Ladies' Fine Shoes

This Firm Has Many Satisfied Patrons Year 'Round  
 Summer Residents in Northfield and Vicinity

OUR NORTHFIELD REPRESENTATIVE IS

THE BOOKSTORE

100 Main Street

Tel. 4842

Greenfield

All Readers in This Review Are Paid Advertisers

## YELLOW CAB CO.

EST. 1917

GEORGE E. MATTESON, Proprietor

TWO WAY CONTROL RADIO CABS

Dependable Service

Courteous Drivers

Cars For All Special Occasions

BASEBALL PARTIES ARRANGED

LET THOSE WHO SERVE YOU BEST—

SERVE YOU MOST

TELEPHONE 3000

368 MAIN STREET

GREENFIELD

AFTER EASTER  
CLEARANCE  
OF SPRING  
SHOES

FINAL TWO DAYS

This is your opportunity for Substantial Savings  
 on Quality Footwear

ALL STYLES Regularly \$7.95 and \$8.95	\$7
-------------------------------------------	-----

ALL STYLES Regularly \$5.95 and \$6.95	\$5
-------------------------------------------	-----

ALL STYLES Regularly \$4.00 and \$5.00 (These Are Mostly Wedgies)	\$3
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## FLEMING'S

GREENFIELD

27 FEDERAL STREET



## MILLERS FALLS COMPANY

Manufacturers of QUALITY HAND and ELECTRIC TOOLS — MILLERS FALLS TOOLS SINCE 1868 — MADE IN GREENFIELD and MILLERS FALLS — SOLD INTERNATIONALLY.

Just three years after the close of the CIVIL WAR the Miller Falls Company was established and since its inception 81 years ago this organization has played a leading role in the industrial development of the NATION. SERVING as they do an INTERNATIONAL market and bringing much recognition to Greenfield from all corners of the GLOBE. WHAT'S MADE IN GREENFIELD—MAKES GREENFIELD is truly an expression well spoken when speaking of the Miller Falls Company with main office and plants located in Greenfield and Millers Falls in this organization is under the direction of progressive industrialists—men who are always

working in the interest of a GREATER MILLERS FALLS COMPANY. Endeavoring in their whole-hearted efforts to make Franklin County a better place to live, work and play in. By virtue of holding high rank as manufacturers of QUALITY Hand and Electric Tools, the Miller Falls Company has since its inception 81 years ago been a large contributing factor towards the prosperity and well-being of this entire trade district. Providing ideal employment for approximately 1200 Franklin County people and ever continuing to seek their betterment in a program of expansion this company, today as in the past, serves as a very vital factor in furthering the material

backbone of Greenfield and its surrounding towns. In this our annual Greenfield review the writer is pleased once again to number Miller's Company and to compliment its president, Mr. Phillip Rogers, who is always willing to cooperate in any movement that seeks the betterment of not only their employees but for this part of the state at large and is unselfishly taking part in this our review.

The personnel of the Miller's Falls Company is composed of Philip Rogers, President and Earl D. Holtby, secretary-treasurer. The Miller's Falls Company, New York City office is located at 28 Warren Street and the Western Office at 100 S. Jefferson St., Chicago, Ill.

## LEMAY FURNITURE CORP.

SERVING FRANKLIN COUNTY

QUALITY FURNITURE — Featuring NATIONALLY ADVERTISED LINES — KROEHLER Living Room Sets — SPRING AIR Mattresses and Box Springs — MONOGRAM Stoves and Ranges — GOLD SEAL and ARMSTRONG Floor Coverings, Etc. Prompt Deliveries to these Communities.

Keeping step with POST-WAR trends and business progressive-ness is the keynote of The LeMay Furniture Corp. Since its inception the Greenfield store of this organization under the capable guidance of Mr. LaRoche has had a healthy growth... the result being that today this store receives a well merited patronage from Greenfield and throughout Franklin County.

YOU CAN ALWAYS JUDGE A STORE BY THE QUALITY IT HANDLES. At the LeMay Furniture Corp., located on DAVIS St., facing Ames in Greenfield, Tel. 5580, the people of Northfield and vicinity will find a QUALITY furniture establishment. On entering the portals of this store the very atmosphere of quality be-

speaks itself as the LeMay Furniture Corp. caters to the moderate Furniture buyer as well as being in a position to serve those who wish to purchase at popular prices. The Spring and approaching summer season is now in progress in Northfield and vicinity. Many of our people are getting their Summer homes in readiness for this beautiful season of the year. A visit to the LeMay Furniture Corp. in Greenfield will assist you greatly in making selection of that piece or two which will make the home a place of REAL COMFORT. A complete line of summer and lawn furniture is now on hand—lawn chairs and umbrellas, gliders etc. Come in this week-end and leisurely shop around.

The writer in concluding in this our annual Greenfield review is pleased to once again point out the LeMay Furniture Corp. to all his readers. SPRING and SUMMER BRIDES-TO-BE will do well to visit the LeMay Furniture Corp. or complete home furniture and specialties. "Around the corner for the Best Buy in Town."

A good thought to remember in purchasing at the LeMay Furniture Corp. is the fact that you are doing business with an over 35-year established firm. Their main store is located in Fitchburg, Mass., and branch stores are located in Winchendon, Mass., Greenfield, Mass., Brattleboro, Vt. and Keene, N. H. The buying power of the five stores enables LeMay's to afford you a real saving in furniture buying.

## CENTRAL AUTO BODY

J. A. SCEPOSKI, Prop. Serving This Trade District

One of Greenfield's and Franklin County's Best Equipped Plants for Auto Rebuilding. Wrecks Re-paired — Fender Work — Painting and Welding — Wheel Aligning — Auto and Truck Safety Glass Installed (All Makes). DELCO Batteries — OFFICIAL AAA STATION. 24-Hour Wrecker and Towing Service. Phone Greenfield 4572 When In Trouble.

ATTENTION MOTORISTS and TRUCK OPERATORS: this firm is equipped with the scientific Aligning Equipment, which equipment is especially designed to service all phases of aligning and Wheel Balancing. All work is done according to Factory Specifications and Guarantee. Before starting that NEW SPRING Season or WEEK-END TRIP it is the part of good judgment as advised by the NATIONAL SAFETY COUNCIL and motor vehicles Registrars to have your front end thoroughly checked over.

It is a noteworthy fact that Greenfield is the center and trading hub for all Franklin County. Many of our residents have occasion to visit Greenfield regularly, that is,

for shopping, professional services, amusement, and for specialized services that are not always available in the smaller towns. Numbered among Greenfield's leading firms serving the autoist, garage and service station operators in this trade district is The Central Auto Body. These men take a personal pride in each job they do and at all times they strive to give complete customer SATISFACTION.

The Central Auto Body is located at 42 Davis St., Greenfield, Tel. 4572, and has modern equipment for carrying on all phases of auto rebuilding EFFICIENTLY. In a painstaking manner the Central Auto Body proceeds in doing all

renewal work with expert workmanship and quality materials. J. A. Sceposki, proprietor of this business, advocates CONSERVING YOUR CAR AT A CONSERVATIVE COST. Keep it in repair—don't neglect having necessary work done as in most cases a car today represents a substantial investment; wrecked cars can be rebuilt like new by this well-managed establishment. The scope of their work in a word, includes EVERYTHING in the phase of automotive specialty work in the renewal line.

In closing the writer is pleased to once again number and recommend the Central Auto Body to all his readers.

## F. &amp; F. SPORT SHOP

Serving This Trade District EVERYTHING FOR THE SPORTSMAN

H. F. FIELD Fishing Tackle — Sporting Goods — Team Outfitters. Plan Now Your Sporting Item Purchases for the Approaching SUMMER and VACATION-Time Season. Enjoy Your VACATION Better with That Necessary Sports Item and Clothing. Telephone 7501.

Under the genial ownership-management of Messrs. Field and Fabens the F. & F. Sport Shop, conveniently located at 39½ Bank Row, Greenfield, has since its inception built up a fine reputation for offering quality sporting goods and equipment... products of the better manufacturers. On a recent visit to his shop your writer had occasion to observe the varied selection of sporting items which have an appeal to young and old to engage in their favorite sport. Just at this SPRING season of the year when most of us are getting SUMMER and VACATION time conscious is a good time to drop in at the F. & F. Sport Shop and make selection of golf, fishing, baseball, volleyball and sea-shore and mountain items which make for a fuller summer time.

The policy of the F. & F. Sport Shop is to at all times carry FAMOUS BRANDS of sporting merch-

andise. Those names which have become world famous in the markets of sporting goods items. This year in particular the Governors of the six New England States as well as the Chamber of Commerce bureaus and railroads have gone out strongly to sell New England as the ideal summer playground. It is such stores as the F. & F. Sport Shop which is a strong link in these advocated programs. Sports is the only way to keep fit. Engage in one of the several sports. Anglers in particular in arranging that fishing trip will find at the F. & F. Sport Shop such Angling necessities as Minnow Traps, Nets, Buckets, SHAKE-PEARE Wonder-Eels, GLADDING and ASHWAY and WEBER Lines and a Fine Selection of Fly and Bait Rods.

This section of the state has always been a great center for sports in general. Many young

men from these parts have made the "big time." Messrs. Field and Fabens in addition to catering to the general public at the F. & F. Sport Shop also cater to the complete outfitting of teams. Special prices prevail in team outfitting and NOW is a good time to drop in at this unique center. Messrs. Field and Fabens will be glad to go over the matter in detail with club groups, directors and those persons who head organized athletic groups, such as schools, church fraternals, industrial groups, etc.

In this our Greenfield review your writer is pleased to once again point out and recommend the F. & F. Sport Shop to all his readers throughout Franklin County. Remember, quality sports merchandise plus a friendly service is the rule at this well planned store in Greenfield.

**Locusts in Bolivia**  
Bolivian government has made available approximately \$100,000 to the ministry of agriculture for conducting a locust campaign. An all-out effort is being made by every conceivable means including the use of poison baits with new insecticides to combat the first generation of young locusts hatched in Bolivian territory. Since last October, when invading hordes of the migratory insect swept into central and southern Bolivia, the country has been faced with as serious an insect problem as it has ever had to contend with.

**Palm Oil in Steel**  
Approximately 23,500 net tons of palm oil were consumed by the steel industry in 1947. The two major uses of this oil are in the production of "hot dipped" tin plate and cold rolling sheet and strip.

**Bovine Tuberculosis**  
New anxiety about bovine tuberculosis is being expressed by the American Foundation for Animal Health, which says that outbreaks of the disease have occurred in cattle herds in many sections of the country. Farmers are urged to have their herds tested to be sure they are free of infection.

**Hijacking Increases**  
Hundreds of trucks will be waylaid and their cargoes stolen by hijackers this year. Highway robbery is on the increase. Losses for 1947 alone are estimated by trucking authorities to have been considerably greater than 25 million dollars. Peak hijacking year was 1945, when critical wartime shortages made nearly every big truck cargo a tempting prize.

**For A Dutch Taste**  
Dutch make a way with potato soup that makes it really something special. To this hearty favorite they add bits of bacon—one-inch pieces that have been panfried, but lightly. Occasionally, too, they saute diced green pepper with the bacon and add to the soup.

## LAFF LINES



Uncle Sam's Boy

WALKING along a street in a small town, a man was attracted by a series of screams from a nearby house. He ran in to investigate and found a frantic mother whose small son was choking on a quarter he had swallowed.

Seizing the child by the heels, the rescuer shook him until the quarter dropped on the carpet. The grateful mother was lost in admiration. "You certainly knew how to shake it out of him," she said. "Are you a doctor?"

"No, ma'am," the good samaritan smiled grimly. "I'm from the department of internal revenue."

## Death in Comfort

The doctor's waiting room was very full. Every chair was taken and some patients were standing. There was a desultory conversation but after a while silence fell and the patients just sat, waiting. Finally an old man stood up wearily and sighed:

"Oh, I guess I'll go home and die a natural death!"

## SHARP TONGUES



Probably nowhere in the world do women have sharper tongues than in movieville. Witness the remarks of two flimflits, overheard as they discussed a mutual friend.

Said the first: "She certainly has developed a big head."

Said the other: "She needs it to support her two faces."

## Canny Scot

A young Scotsman went to the telephone office one morning and wired a proposal of marriage to his sweetheart. After spending the entire day and part of the night waiting, he was finally rewarded by an affirmative reply.

"If I were you," suggested the operator who delivered the message, "I'd think twice before I'd marry a girl who kept me waiting all day for my answer."

"Na, Na," replied the young Scot. "The lass who waits for the night rate is the lass for me."

## RIDICULOUS



Officer—Do you know that you've been going 50 miles an hour? Speeder—Impossible—I've only been out of the garage 20 minutes.

## Easy Way Out

"Well," confided the mailman, "my wife has four nieces and a nephew getting married."

"What in the world will you do for wedding gifts?" asked the policeman.

"My wife," sighed the letter carrier, "has already solved the problem. She opened a new charge account yesterday."

## FALSE IMPERSONATION

The fancy-dress dance was over and the local gossips were comparing notes.

"Mrs. Smithington-Smith looks upset, don't you think?" said one, gloatingly.

"Yes, my dear. She came as a Hawaiian beauty, with grass skirts and all—and they awarded her first prize in the Humorous section as 'The Old Thatched Cottage.'"

## Sweet Revenge

"I'm surprised your mother let you marry Bill, when she dislikes him so."

"She said she just wanted to be his mother-in-law for a while."

## CARLOS ALLEN

EST. 1919

Serving This Trade District

JOHN DEERE Quality Farm Equipment — JOHN DEERE Tractors and Implements — DE- LAVAL Milk and Cream Separators — Complete Parts Service — Genuine Replacement Parts Used in All Maintenance Work — Factory Type Maintenance — All Work Guaranteed. READERS NOTE: Carlos Allen Services WHAT HE SELLS. "PAPEC" Feed Machinery — "Goodyear" Tires and Tubes



It is a noteworthy fact that Franklin County is one of the leading agricultural counties in our progressive state. On this great productive farm land the farmer produces for the nation as the marketing of Franklin County produce is widespread. Just at this time with the ever changing times and the POST-WAR adjustment cycle the position of the farm is foremost in our minds as the food position today is still acute.

Carlos Allen with Sales & Service department located in Deerfield, Mass. is a strong link in the chain of FARM MACHINERY distribution for Food Production. His long association with farming, that is practical farming and his 30 years of dealing in farm equipment is a seasoned one. In being a leading Connecticut Valley dealer in farm machinery, Carlos Allen

medium. The task has not been easy for Mr. Manufacturer or Mr. Distributor and sales representative.

In the farm equipment field it is one item to sell the merchandise and another to service it after the sale. Your writer on behalf of Carlos Allen points with pardonable pride to this phase of their business. On a recent visit to their establishment in Deerfield the writer took special note of the repair phase of this business. Experienced farm mechanics with modern-day equipment are on location to render a service second to none. Complete parts are also NOW AVAILABLE.

A great name in the milking and Cream Separator equipment is DELAVAL. Carlos Allen features a complete service to the dairyman with this SECOND TO NONE Nationally known line.

## Mae E. Dunn

THE ELITE SHOPPE

ESTABLISHED 1921

EXCLUSIVE MILLINERY

OLD HATS Remodeled into NEWEST MODELS. Hats Molded to the Head. "KNOX HATS"—Costume Jewelry, Pocketbooks — Specialties.

Mae E. Dunn, in business 28 years, centrally located at 365 Main St., (GARDEN THEATRE BUILDING), Greenfield, conducts one of Greenfield's Finest Specialty Shops. EXQUISITE SPRING AND SUMMER MILLINERY is truly DISTINCTIVE—INDIVIDUAL and SMART is ever the rule. Hats this season are EXCITINGLY DIFFERENT—then, too, hat styles have so changed. In a season of such beauty in hats MILADY will just want that added touch—she will want that new effect with inimitable taste and talent.

The selection of your new hat will go a long way in adding to your appearance, for that finished look, you will need that ADDED TOUCH. Casuals and knockabouts have their place—but this spring and summer the selection of your Millinery resolves itself into a personalized matter. For that hat to MATCH—or to CONTRAST or to accentuate you can feel sure that the experience of Mae E. Dunn will be very helpful. Hats designed to suit your personality... Making and Remodeling.

Membership is held in the UPPER MAIN St.—progressive merchants group association.

## Greenfield Auto Wrecking Co.

Serving This Trade District

New and Used Parts for most cars and trucks. Batteries, Auto Glass, New Tires, Accessories. Used Cars, Bought, Sold, Exchanged. Highest cash prices paid for late model burnt and wrecked cars.

The Greenfield Auto Wrecking Co. with office and yards located at 392 Deerfield St., Greenfield, Tel. 4788, is headquarters for USED parts and serves this entire trading area. Today with the present trend of the automotive industry the parts firm is of greater importance than ever. Since the inception of the automotive industry 53 years ago the demand for new and used parts has never been greater than during the past several years. The average car on the road today is about 8 years old, which means to keep 'em running... the motorist has to replace parts from time to time. The Greenfield Auto Wrecking Co. is most co-operative to their large clientele in Greenfield and all of Franklin County. Space does not permit the writer to enumerate the thousands of parts carried by an establishment of this character, but in a word, motorists, garagemen, service station operators, fleet owners, and farmers will do well to make the Greenfield Auto Wrecking Co. their parts headquarters. On singling out one item which frequently calls for replacement, your writer wishes to point out that the Greenfield Auto Wrecking Co. carries a good selection of mufflers. The same can be said when it comes to any replacement part in the New and Used parts line.

## Cotton Aphid

Cotton aphid, also known as the cotton louse and the melon aphid, is found throughout the United States. It is a general feeder and, in addition to damaging cotton, is a pest of okra, melons, squash, cucumbers and other cucurbits. It is a small, soft-bodied, sucking insect, its color ranging from light yellow to dark green or almost black.

**Keeping Out Fleas**  
Add a little bleach containing chlorine to the water in which cut flowers are placed to keep down odor from decaying stems and leaves.

## O. N. CHEVALIER, INC.

Dependable Service for 30 Years

PAINTERS — PAPERHANGERS — DECORATORS "LOWE BROS." Paints — SELECTIVE LINE of Quality WALL PAPERS in the NEWEST PATTERNS — Foreign and Domestic Wallpapers — Prompt attention Given to Out-of-Town Contracts — Estimates Cheerfully Furnished.

Established in business 30 years, O. N. Chevalier, Inc., located on Chevalier Avenue, off Pleasant St., Greenfield, Tel. 5125, are leading painters, papering and decorating contractors of proven ability and reliability. Prices moderate—best materials used and all work guaranteed.

O. N. Chevalier, Inc., have established themselves as a firm of ability and trustworthiness to the many people for whom they have done work. They are ready at all times to show on request reference work and allow these cases to speak for themselves.

Whatever your problem may be in the NEW SPRING SEASON painting and decorating line the writer unhesitatingly advises a consultation be had with this firm.

as you will find that their experience in these lines will assist you greatly in the selection of colors and application of them in reference to the entire setting—you will find them courteous and ready to assist in these problems and that in giving an estimate they do this cheerfully.

Once this firm has been awarded the contract, one can rest assured that they will use only the best materials put on the market by the leading authorities in these lines—and these will be applied in a workmanlike manner.

The personnel of this firm is composed of Elphège P. Chevalier, President and Treasurer; Hector F. Chevalier, vice-president; and Lucy Dunnigan, Corp. Clerk.

## CAPITOL INSULATORS, INC.

DISTRIBUTORS OF CAPITOL ROCK WOOL INSULATION

Heat — Cold — Fire — Sound Installers of CAPITOL ROCK WOOL — Insulation for All Season Comfort in the Home — Installed in New or Occupied Homes (Blown Method). Free Estimate and Survey Service. Monthly Payments to Suit Your Budget. Prompt Attention Given to Out of Town Contracts. Mason Contractors for Brick, Plaster, Tile and Cement Work. ATTENTION READERS: This firm offers a complete service in all phases of general carpentry. NOW is a good time for Year 'Round and seasonal property owners of Northfield and vicinity to write or Phone this firm for your needs in this line. Estimates and plans gladly submitted.

During the recent WAR period as well as in the present POST-WAR gradual adjustment of things the position of the insulation firm is fulfilling a most essential service to the NATION. It seems that the fuel situation with its many controversies of pro and con is always a subject which is vital to us all. Just at this time and especially during this season of the year is a good time to look ahead. Plan to have your home insulated and thus be in line with the times. It is a known fact that on present heat losses due to not having your home insulated that you are paying for the price of an insulation contract and still not enjoying its benefits by the loss of heat. In a word, INSULATION is an INVESTMENT... in fact, a permanent investment in the personal comfort of your home in WINTER and in the SUMMER MONTHS as well.

Many homes are now saving substantially on Fuel cost, making it possible to heat upstairs and down uniformly, eliminating all drafts. CAPITOL ROCK WOOL is non-combustible, vermin proof, sound deadening and will not deteriorate, lasting as long as the building in which it is placed.

Within the past 10 years a remarkable advance has been made in Insulation for homes. CAPITOL ROCK WOOL in its present form and the pneumatic machine for installation have made it possible to easily and efficiently insulate the existing home, so it is no longer necessary to build anew to enjoy the comfort and economy derived from this now generally recognized protection against cold, heat, and fire.

It is now a simple operation to fill the spaces between studs, under roof areas, or over ceilings in unoccupied attics, in fact anywhere that severe cold or heat penetrates with CAPITOL ROCK WOOL, an absolutely fire-proof product.

Town and county officials, building committees, Institutional Directors, and home owners, write, phone or call personally The Capitol Insulation, Inc., at 15 Cleveland St., Greenfield, Tel. 3448. They will gladly go over your insulation problems in detail. Reference work shown on request.

For Free Survey and Engineering Service Phone Greenfield 3448 today!

## SPRING TIME IS NEW SEASON "PERMANENT WAVE" TIME

LET US SHOW YOU THE MANY NEW WAYS TO DRESS UP YOUR HAIR.

OUR EVER POPULAR — \$10.00

CREME-WAVE

PERMANENT

Now \$6.00

Life-Oil Permanent — \$8.00

with LANOLIN

Isana Vitamin F. Permanent — \$5.00

ALL COMPLETE

EITHER MACHINE or MACHINELESS

EVELYN'S BEAUTY SHOP

With or Without Appointment

OPEN EVENINGS

CLOSED SATURDAY AT 1 p.m.

WALK-IN SERVICE

"Quality Beauty Care for Over 20 Years"

TEL. 3740

178 MAIN ST.



All Readers in This Review Are Paid Advertisers



## HAROLD B. ALLEN, INC.

Established 21 Years

Dependable Transportation is ESSENTIAL TO POST-WAR Progress. Specialists in Auto and Truck Maintenance; Authorized International Truck Sales and Service — 1/2 to 10 ton — A size for Every Need; Genuine Replacement Parts — Deluxe Oil Filters. — Air Horns for Highway Safety.

Attention Truck Operators! Harold B. Allen offers the finest in all classes of truck repairs—smallest repair to a complete overhaul job. Cylinder reboring a specialty; equipped with the Van Norman machine which is especially designed for this work.

Harold B. Allen located at 409 Federal St., Greenfield, is well known throughout Franklin County. He offers the motorists a dependable mechanical service on all makes of cars and trucks. A well managed, well equipped garage and extensive Parts Department is a real asset to any community—especially today when automobiles are so important in the transportation life of the community. Harold B. Allen greatly aids in the Post War Adjustment Cycle as many of our readers today are engaged in industry work that is vital to our reconversion program. In

getting to and from their jobs these people require periodical car servicing and it is to this end in a large measure that Harold B. Allen has devoted his work.

There is a great satisfaction in leaving your car at a garage where you absolutely know you will get reliable service. If you need a new part you know that at Harold B. Allen's garage you will get a PART of the HIGHEST quality, exactly the right size and that it will be correctly installed. This complete auto machine shop features accurate valve grinding, piston and ring jobs, perfect adjustments—in brief you know at Harold B. Allen's garage the work will be expertly done and that the little things will be competently and reliably looked after.

For wrecker service phone day calls 6316 when in trouble—night calls, 6085.

## NORTHERN GLASS CO.

John C. Balboni — Henry F. Balboni, Co-owners

GLASS SERVING THIS SECTION OF THE STATE GLASS GLASS GLASS

Plate Glass — Automobile Glass — Mirrors — Window Glass. Furniture Tops — Glass and Metal Store Front Construction — Structural Glass for Kitchens and Bathrooms. Estimates Gladly Given. Local and Out-of-Town Work Solicited.

The Northern Glass Co., with office and workshop located at 9 Barber Ave., Greenfield, Tel. 7096, is "the" firm in this trade district for your every glass requirement. John C. and Henry F. Balboni, Co-owners of this business are versed in all phases of the glass business. Their business is by no means confined to Greenfield, but rather extends throughout Greenfield and the County. Town and County officials, building committees, institutional directors, hotels, inns, and tourist homes as well as the general public throughout this trade district will find the Northern Glass Co. well able to meet their every need in this highly specialized glass line.

The scope of the Northern Glass Co.'s service includes in a para-

graph such services as plate and window glass mirror and furniture tops and in keeping with the automotive phase of glass work this firm is in a position to provide you with an IMMEDIATE SERVICE. In most cases the motorist is in a hurry and realizing this the Northern Glass Co. provides rapid service in installing auto glass WHILE YOU WAIT.

For something distinctive in mirrors the writer suggests making the Northern Glass Co. your headquarters. A distinctive mirror is a most acceptable GIFT. At this season of the year Northfield Summer people owners are getting their properties in tip top shape. For your glass needs—remember it's the Northern Glass Co. in nearby Greenfield.

## NEW RHYTHM INN

Don Proulx, Your Host

KNOWN FOR MILES AROUND

Excellent Food Served from 4 P.M. on

Steaks, Chops and Sea Foods — Tasty Sandwiches. Visit the NEW RAINBOW COCKTAIL LOUNGE. For your Entertainment Pleasure Don Proulx Proudly presents TOM O'NEIL — the Bay Everybody is talking about. NEW ENGLAND'S BELOVED ENTERTAINER. Direct from LATIN QUARTER — Circus Room Etc.

DIVERSITY in Entertainment and a Continuous nightly entertainment policy is the keystone in the increasingly popular New Rhythm Inn located in Millers Falls. This establishment is under a congenial management and since its inception the New Rhythm Inn has had an appeal to young and old.

Just at this Early Spring Time as well as with the approaching SUMMER SEASON is a good time to drop in at The New Rhythm Inn and enjoy the pleasant atmosphere and talented entertainment of song and dance and comedy. A real spirit of congeniality always prevails at this Inn.

In The New Rainbow Cocktail Lounge you can enjoy diversified entertainment with your favorite cocktail... "Mixed as you like it." The policy of this Inn is the BEST in FOOD as the appreciative management BUYS the BEST—from the BEST—to serve the BEST.

In planning your Early Spring Season group gathering why not make a reservation for your party with The New Rhythm Inn. The continuous ENTERTAINMENT policy nightly assures you of NEVER A DULL MOMENT and your guests are surely going to vote your special party a real success. Don Proulx Your Host, at The New Rhythm Inn has excellent contact with leading entertainment bookers both for standard and specialty acts. The bookings for the SPRING and SUMMER SEASON are now being contracted to assure the people throughout this district a diversity in entertainment features.

In this our trade area review your writer is pleased to remind old friends and acquaintances new ones (young and old) with The New Rhythm Inn... a "MUST VISIT." For RESERVATIONS PHONE MILLERS FALLS 393.

## I. R. MEYERS

Known for Miles Around

Reliable Auctioneer

General Auctions Conducted — Anywhere — Anytime

Specializing in FARMS and LIVESTOCK

APPRAISAL SERVICE

For a SUCCESSFUL SALE — Write, Phone or Visit

This Reliable Auctioneer

Greenfield Meadows Tel. 5916 Greenfield

## GREENFIELD TILE CO.

Established in Greenfield Since 1930

Henry J. Hall, Proprietor

Serving This Trade District

Complete Service in Tiling Contracting - Sales &amp; Installation

Products of the BETTER MANUFACTURERS.

Estimates Gladly Given

## Readers Note:

Mr. Hall has completed contracts throughout this area in Public Buildings, Schools, Homes & Institutional Buildings

BERNARDSTON ROAD GREENFIELD TEL. 7395

All Readers in This Review Are Paid Advertisers

## YETTER THE FLORIST

YETTER NURSERIES  
SERVING THIS TRADE DISTRICT

40 Years in Business — SAY IT WITH YETTER'S FLOWERS. Quality the BEST. — Complete Landscape Service — Nursery Stock. Perennials — Tree Shrubs — Evergreens — Let this firm get you an estimate on Beautifying your Grounds. — Flowers for All Occasions — Wedding & Funeral Designs. — NOW SHOWING FOR MOTHER'S DAY, MAY 8th, AN UNUSUALLY FINE SELECTION. Distinctive Floral Pottery & Novelties. Member F.T.D.

TRUL METROPOLITAN IN CHARACTER IS YETTER THE FLORIST. Centrally located at 226 Main St., Greenfield, Tel. 4305 or 4306. The progressiveness of any community is in a large measure gauged by the type of its stores and shops. In nearby Greenfield this floral establishment since its inception more than forty years ago has done much to enrich the commercial activity of Greenfield which is Franklin County's largest trade center.

At this joyous season of the year or at any season of the year Yetter the Florist offers a floral service second to none in serving their large clientele of friends and customers in Greenfield and the surrounding towns. In being practical florists and landscape gardeners it quite naturally follows that Yetter the Florist has a full appreciation in offering floral offerings of SUPERIOR BEAUTY. This is particularly true when it comes to their superb artistry in wedding and funeral occasions.

Flowers are a great MORALE Builder. They bespeak most appropriately the feeling of the heart in instances of love and for those understanding presents itself. Florists in which a sympathetic culture is indeed an interesting pursuit and in visiting at this New SPRING Season Yetter the Florist you will note the OFFERINGS of cut flowers, dish gardens, corsages and approaching MOTHER'S DAY Floral Offerings.

A special feature at Yetter the Florist is the fine offering of floral pottery and novelties. The stock in this respect in on par with dealers in the largest of centers. Appealing prices prevail on the varied floral pottery items. A word on flower care is always appreciated by the customer. Yetter the Florist will gladly as a part of their PERSONALIZED SERVICE inform you on seeing that flowers get the proper attention after the purchase, that is, proper watering and sunlight for their longevity. These little personal customer gestures on the part of Frank Yetter and his associated personnel has won them increased prestige in seeking as they do to always BETTER SERVE.

## McINTOSH &amp; SON, INC.

SERVING THIS TRADE DISTRICT

Sanitary Heating Engineers — Ventilation — Air-Conditioning — Plumbers — Heating — Tinning — Contractors. NATIONALLY ACCEPTED MERCHANDISE as seen in the BETTER HOME MODERNIZING MAGAZINES. "Williams" Oil-O-Matic and "Quiet May" Oil Burners. "Consolidated 72" Dry Steam Boilers — "Lenox" Forced Warm Air Equipment — "Standard" Steam Units — Gas and Electric Water Heaters — "Youngstown" Kitchen Units — "Kohler of Kohler" Fixtures.

Distributors for U. D. I. CORP. (BOTTLEGAS)

Fifty-eight years at 55 Federal Street, Greenfield, as a plumbing and heating firm location and with a predecessor background of a century is the time honored recognition of this firm. In carrying on the solid business foundation of this business today McIntosh & Son, Inc. are well qualified Plumbing and Heating contractors. This business since its early days has successfully continued on the basis of quality work at consistent prices. Today as in yesteryear, McIntosh & Son, Inc. number among their wide clientele many of the older as well as the new residents of Greenfield and the outlying towns. When they go on the job you can be assured the work will be done in a competent manner. Assisting McIntosh & Son, Inc. are experienced men who take a personal pride in doing a fine job.

Suggestion is made to PLAN YOUR WORK AHEAD—Quality work does take time and on all phases of plumbing, heating and sheet metal work remember this contractor serves BEST. The old adage, HE WHO SERVES BEST —SERVES MOST. McIntosh & Son, Inc., is a household word in the Franklin County area. For many years this firm has been a FIRST on manufacturers' and jobbers' lists for materials. Their policy is NATIONALLY ACCEPTED materials as seen in the BETTER HOME and MAINTENANCE magazines. The writer says: "For your every plumbing, heating, air conditioning and sheet metal work, phone or call personally McIntosh & Son, Inc. the work is carried out to the letter. Estimates are gladly submitted and of the contract. Good serviceable used fixtures are in hand occasionally. Tel. 6370.

## The WAFFLE SHOP Inc. RESTAURANT

"NEVER A DULL MENU" FINE QUALITY HOME-COOKED FOODS. Full Course Dinners — Fountain Service — Popular Breakfast Specials. OPEN SUNDAYS 7 A.M. to 12

The Waffle Shop, Inc., RESTAURANT centrally located at 130 Main St. (Cor. of Wells St.) is one of Greenfield's finest eating places, catering to the discriminating. This Better-Class Restaurant has been established 12 years and is under the capable management of Mrs. Johanna Stearns and George Zanos, who by virtue of their offering fine food at Moderate prices have built up a fine reputation in Greenfield and vicinity. At all times they aim to make you feel and know that your business is desired and appreciated.

In the planning of the WAFFLE SHOP, Inc., RESTAURANT the management has been most exacting. Here amidst a pleasant atmosphere where you are served with the best the markets afford in quality foods. Proper preparation and a well-trained personnel assure you of the best of service. Post-War time brings about some still prevalent handicaps in the conduct of the

restaurant business, however, Mrs. Johanna Stearns and George Zanos are most appreciative of your post-war cooperation.

Whether for a bite or a banquet a visit to THE WAFFLE SHOP, Inc. RESTAURANT will satisfy the most delicate appetite. Fountain and booth service has been provided. Those of our readers employed in Greenfield will find THE WAFFLE SHOP, Inc., RESTAURANT a most delightful place to have that noon-day lunch. Plate lunch and a la carte service prevails with the added advantage of HOME-MADE pastries and delicacies. At the fountain you are served your favorite sundae, fudge and other cool and hot drinks.

In closing the writer in this review annual Greenfield business review is pleased to once again number and point out the really better eating place. During early SPRING shopping trips and visiting to Greenfield drop in for a refresher, tasty sandwich or full course dinner.

## GEORGE H. REED &amp; CO., INC.

Established 35 years BUILDING CONTRACTORS — Residential — Commercial — Industrial and Institutional Buildings. Repair and Alterations. Excavating — Foundations and General Masonry. Power Shovel, Crane or Air Compression Equipment for Hire. This firm's EXPERIENCE and EQUIPMENT is your INSURANCE. Estimates Gladly Submitted on All Phases of Construction.

In the building construction contracting field there is no firm in this section of the CONNECTICUT VALLEY that offers a more complete service than George H. Reed & Co., Inc., with office located at 24 Franklin St., Greenfield, Tel. 4990.

The personnel of George H. Reed & Co., Inc., is composed of men trained theoretically and practically in the various problems which must be met in work of this nature. Their work, carried on with modern equipment eliminates loss of time which is one of the most important factors in the carrying out of a job. Back of all their work is the stamp of satisfaction and standard of quality. This organization is such that

there is no limit to the amount of work they can handle. A flexible organization and a large one they are prepared to take hold of the smallest project or the largest.

The George H. Reed & Co., Inc., are in line with the Post-War development of the state and nation and as in the past their work has always been of the highest order. The writer takes this opportunity to address himself to industrialists building committees, institution heads, town officials and individuals to seek this organization at all times for work in their line. The offices of the George H. Reed & Co., Inc., are Leslie H. Reed, Pres. and Treas., and Margaret A. MacGowan Clerk.

## NEGUS &amp; TAYLOR

LEE L. TAYLOR

Franklin County's OLDEST and most RELIABLE Dealer in All Kinds of Granite and Marble Memorials — Quality Monumental Work, Monuments and Markers — Erected Everywhere. Designs Submitted and Faithfully Executed. AUTHORIZED "BOOK OF AGES" Representatives. Represented in SOUTHERN NEW HAMPSHIRE by Thomas M. O'Connor, Tel. Winchester, N. H., 15.

In selecting a family memorial — and Negus and Taylor are in a position to be of real assistance in displaying located at 10 Mill Street, Greenfield, Tel. 9552 can show you memorials built on the basis of quality.

When one builds a structure of any kind they usually consult a competent authority on all the details concerning materials to be used, arrangement, surroundings and location—so that the finished products will be in harmony with its purpose and setting.

The same care and careful attention should be taken in the selection of a monument or memorial

and Negus and Taylor are in a position to be of real assistance in submitting designs and in the execution of them.

During this early Spring Season is an ideal time for those who have been considering the erection of a memorial, monument or headstone, for Memorial Day Delivery, to consult or drop a card to Negus and Taylor, as they are at this time in a position to give thoughtful consideration and time to meet your desires. Winchester, N. H., subscribers contact our representative — Thomas M. O'Connor, Tel. Winchester, N. H., 15.

## FISH'S BAKERY

FINEST BAKERY PRODUCTS from the FINEST BAKE SHOP HOME BAKED PRODUCTS

Made Fresh Daily From Their Own Individual Recipes — Special Attention Given to Wedding, Birthday Cakes and Special Order Work.

Centrally located at 116 Main St., Greenfield, Tel. 3692, Fish's Bakery, under the experienced direction of Mr. Fish specializes in fine pastries, made of the most wholesome ingredients. Quality ingredients are used in the preparation of their products and they are all made from their own individual time-tested recipes.

Fish's Bakery is ready to make up to individual order, anything in the pastry line as well as to provide for parties, banquets, weddings or any special occasion.

Fish's Bakery has always been a popular center for people of Greenfield and surrounding towns who appreciate deliciously fine cakes, pies, cookies and sugar raised and jelly doughnuts—the

high standard of their products guarantees a pleasant reception whenever served.

Poor bake shops are by no means the exception, and it is a pleasure for us to direct the attention of our readers to the unusually high quality and tastiness of their products. Here, products are baked daily—displayed in a most appealing manner that serves but to sharpen the taste for them. Make it a practice, year 'round, and SPRING and SUMMER FOLK to stop in regularly. YOU WILL ENJOY THE QUALITY OF THE FINE PASTRIES.

A Branch Store is maintained at 110 Avenue A, Turners Falls. Membership is held in the New England Bakers Association.

## ROYL CLEANERS &amp; DYERS

EST. 1933

LICENSED SANITONE CLEANERS — Nationally Advertised in The Saturday Evening Post and Good Housekeeping. Serving this Entire Trade Area with a Dependable Service — SPEEDY SHIRT SERVICE — ATTENTION HOUSEWIVES: Household Furnishings Expertly Cleaned. — Your Business is Appreciated.

Numbered among Franklin County's leading dry cleaning firms with office and their own fully equipped plant located at 443 Federal Street, Greenfield, Tel. 6725, enjoy an enviable reputation for miles around is that they offer a SUPERIOR SERVICE and workmanship in QUALITY dry cleaning.

The Royle Cleaners and Dyers has every facility in their modern, fully equipped plant to turn out high quality work; no article is too fine or difficult for them to handle. The scope of the work offered here includes the prompt handling of FINE FROCKS, EVENING GOWNS as well as all SPORTSWEAR and DRESS CLOTHES.

THERE IS A DIFFERENCE—in dry cleaning. This is why the Licensed Sanitone Service at the

Royl Cleaners and Dyers is sought by the most particular people. Many people throughout these communities entrust all their dry cleaning requirements to the Royl Cleaners & Dyers for they appreciate the quality workmanship that is here enjoyed. Why not you, make it a point to bring in your clothes at this time. You will thus enjoy their QUALITY WORKMANSHIP at consistent prices as do so many of the satisfied patrons of this really fine dry cleaning firm.

Entrust your every SPRING cleaning requirement to the Royl Cleaners & Dyers. For prompt pick-up and delivery service phone Greenfield 6725.

Branch office at 157 Avenue A, Turners Falls, Tel. 2043.

## Greenfield Farmers' Co-Operative Exchange

SERVING THIS TRADE DISTRICT

Leading Dealers in Grain, Flour, EASTERN STATES Quality Feeds; Eastern States and Niagara Spraying Materials; Miscellaneous Items Needed About the Farm and Home.

ATTENTION READERS: With the drop in Grain prices once again throughout Franklin County people are again poultry conscious. Yes, you too can have Meat and Eggs the year round by raising more poultry and for the best in feeds use EASTERN STATES and be assured of sturdy poultry.

The Greenfield Farmers' Co-operative Exchange, with office and warehouse located below the railroad station, off Deerfield Street, Greenfield, Phone 9639, has made a careful study of this business and the people of these communities are indeed fortunate in having so close at hand a firm that is prepared to advise and discuss intelligently the matter of feeds for the various livestock.

The selection of properly balanced feed is of vital importance in the handling of livestock and poultry. Much depends on the selection of feed used as regards the success that will be met with the enterprise of raising livestock or

poultry whether for personal use or commercial purposes.

EASTERN STATES feeds which the Greenfield Farmers' Co-operative Exchange store features, the quality feeds and the best advertisement they have is attested by the wide recognition these feeds receive.

It is a noteworthy fact that Franklin County is one of the best fruit growing counties of the state. The orchardists of this area take pride in their crop production and for the protection of their fruit trees the Greenfield Farmers' Co-operative Exchange offer the finest in Eastern States and Niagara spraying materials.

## CLAPP &amp; CLAPP

RALPH CLARY CLAPP — H. ADELE CLAPP, Mgr.  
CREATORS OF FINE PHOTOGRAPHS

Specializing in Weddings and Child Portraiture. Reproductions of Old Photographs Made. Members of Photographers Association of America.

Readers Note: In seeking to BETTER SERVE this studio now has in process the installation of the NEW SPEED LIGHT equipment. This innovation is in keeping with a policy to offer the FINEST in Photography production.

Quality is the basis of the better things in life—music art of the processing of fine photographs. Clapp & Clapp with studio centrally located at 158 Main St., Greenfield, has had a background of many years' experience in the photography field during which time they have built up a fine reputation for producing quality work at moderate prices.

The scope of Clapp & Clapp work in the portrait and photography lines includes practically all branches of this TIME HONORED profession, however, a specialty is made of portraits of children and wed-

dings. Just at this time it is the part of good judgment to plan an appointment with this studio for your gift or SPRING and forthcoming JUNE BRIDAL portrait.

In this Greenfield business and professional review your writer is pleased to once again point out and recommend Clapp & Clapp Studio on the HIGH MERIT of their portraiture and character of study of children and weddings. People thru out Franklin County and Southern New Hampshire who can really have an appreciation of the FINER things in life will find a visit to this studio most appealing.



All Readers in This Review Are Paid Advertisers

## THRU THE EYES OF THE PRESS

### WELDON HOTEL

Rex Reynolds, Managing Director  
EST. 1905

Greenfield's Finest Commercial and Tourist Hotel

**MORE THAN A HOTEL — A TRADITION PINE ROOM Cocktail Lounge — TYROLEAN Room — Taproom. As Always... THE FINEST IN FOOD AND BEVERAGES. Excellent facilities for Special Parties — Banquets — Testimonial Dinners — Industrial and Commercial Groups — Conventions.**

The Weldon Hotel ideally situated on High Street, in Greenfield, is known far and wide as GREENFIELD'S FINEST and one of NEW ENGLAND'S BEST HOTELS. Since its inception over 40 years ago the WELDON has always maintained a HIGH STANDARD of hotel service to the Commercial and visiting public.

In turning back the pages of time to the year of 1905 it was with great fore sight on the part of architects and builders that the WELDON was so excellently located. This fine hostelry is convenient to everything, yet remote from city noises. It's stately and massive appearance breathes the very spirit of WELCOME GUEST. There are 200 rooms at the Weldon and in keeping with present day modernity in a word, the Weldon

provides its thousands of guests OLD TIME HOSPITALITY PLUS MODERN DAY EFFICIENCY.

The happy combination of COMFORT and REFINEMENT is the keynote at the Weldon. The two dining rooms with facilities to take of as many as 500 persons enables the management to handle any size party or special gathering.

Many Franklin Countians and in particular the discriminating find the PINE ROOM COCKTAIL LOUNGE and the "TYROLEAN" room an ideal place in which to gather and enjoy the FINEST IN FOODS AND BEVERAGES. The service is Prompt... The Personnel Courteous and the Prices are MODERATE. In planning your forthcoming Spring Party such as a Wedding Reception, Anniversaries, Graduation Parties, Alumni

Gatherings, Club Banquets and Business meetings Write, Phone or Call personally Rex Reynolds, Managing Director, and he will be glad to plan with you. Phone 5481.

In closing your writer in this, our Greenfield Review, is pleased to number and recommend the Weldon Hotel as a hotel of the highest standard with one aim PARAMOUNT in the management mind and that is to make the WELDON a hotel in which GUEST IS KING. A good hotel such as the Weldon does much to bring NATIONAL Recognition to the fine community of Greenfield and all Franklin County. MEMBERSHIP IS HELD IN THE NEW ENGLAND HOTEL ASSOCIATION INC. and ALA.

### MACKIN SAND & CONCRETE PRODUCTS CO.

NEARLY A HALF CENTURY SERVING FRANKLIN COUNTY

Distributors of HOMGAS for Rural Homes... Complete Line of Appliances — Refrigeration — Stoves — Ranges, etc. Franchise Representatives in Greenfield and vicinity for the YORK Nationally Advertised Products — Specializing in YORK FORCED WARM AIR HEATING. Investigate today the MERITS of this Efficiency in Heating. Plan NOW during these summer months for the WINTER months by having a YORK Installation. Franchise Dealers for YOUNGSTOWN Equipment — Sinks & Cabinets — The FINEST

No review of Greenfield would be complete without due mention being directed to the progressive firm of Mackin Sand & Concrete Products Co. with office and display store located on the Corner of Bank Row and Main St., Tel. 3622. This firm is under the able direction of Messrs. Mackin who are FRANKLIN Countians well known to the people of our communities. This home owned and home operated firm since its inception has always been known as Reliable.

By giving good service and dealing in dependable merchandise the Mackin Sand & Concrete Products Co. in the varied scope of their business are now stressing on "HOMEGAS" distribution and a complete line of home appliances for which "HOMEGAS" is used for COOKING-HEATING-

REFRIGERATION. Many residents throughout Northfield and the County are users of "HOMEGAS" and find this product affords them the same advantages as city gas. In fact, it is just like having a gas well in your back yard. Just at this time of the year NORTHFIELD welcomes many SUMMER home owners and campers. Suggestion is made by your writer to visit the Mackin Sand & Concrete Products Co. for your needs in gas service and home appliances. You are sure to find at their metropolitan store in Greenfield just the home appliances to meet your need.

Service and expert installation advantage is paramount with this firm. Their SATISFACTION IS YOUR SATISFACTION. On every purchase made at the Mackin Sand & Concrete Products Co. you are

made to feel and know that your business is desired and appreciated. Remember "HOMEGAS" has the endorsement of the National Board of Fire Underwriters.

In the building supply field the Mackin Sand & Concrete Products Co. are manufacturers and dealers in High-test Crystal Sand; Power Tamped Steam Cured Concrete Blocks and Bricks and Cinder Blocks. This firm provides complete foundation service; Shovels, Cranes and Bull Dozers for hire. General trucking is also a phase of their diversified business activity... also dealers in Coal, Coke, Range and Fuel Oils.

Once again your writer is pleased to number and recommend the Mackin Sand & Concrete Products Co. to all his readers throughout this trade district.

### STANDARD APPLIANCE CO.

DAVID HUGH SEDGWICK, PROPRIETOR

SERVING THIS TRADE DISTRICT

#### ELECTRONICS

Home Laundries — Radios — Refrigeration. Service — Appliances and Parts. Complete Line of "HONITOR" Home Appliances, "EASY" Washers and Ironers — "R.C.A." Radios — "UNIVERSAL" and "PREMIER DELUXE" Vacuum Cleaners. Complete Maintenance Service on All Appliances. Genuine Parts Used — All Work Guaranteed.

Under the experienced direction of David Hugh Sedgwick the Standard Appliance Co., with office and showroom located at 25-27 Bank Row, Greenfield, Tel. 9406, is a store devoted EXCLUSIVELY TO ELECTRONICS featuring NATIONALLY ACCEPTED MERCHANDISE as seen in the better magazines.

Electric Appliances has a place in the home today serving a purpose of utility and are no longer considered a luxury. No matter what the appliance is you are sure to find it useful one for the purpose is has been designed. In the way of a June bridal gift making any electric appliance is ideal and here will be found any appliance or specialty in a wide range of models and prices. To make the home a place of real comfort and enjoyment electrical appliances are a very necessary part. The advances made in this branch

of science have been so marked and have followed each other so swiftly that it takes much study and research to keep up with the latest phases of POST-WAR electrical appliance and specialty business.

The products represented by the Standard Appliance Co. are manufactured by pioneers in things electrical. With unlimited resources their every effort is bent at all times to placing before the people products of superior quality — that they have succeeded is attested to by their universal appeal.

Reliable dealer outlets play an all important part in the purchase of electrical appliances and specialties. The Standard Appliance Co.—David Hugh Sedgwick—has left nothing undone—he has provided a center which compares favorably with that found in any metropolitan center—in all dealings here that close rela-

tionship between buyer and seller with its mutual satisfaction is enjoyed.

Today there are over 200 makes of washers on the market. In order to be assured of best of service it is imperative that you entrust your washing machine to a well qualified expert. David Hugh Sedgwick knows washers from A to Z. His service is most COMPLETE... the same can be said when it comes to other home appliances. Parts for all makes are AVAILABLE.

The writer is pleased in this, our Greenfield review to once again point out and recommend the Standard Appliance Co. to the people throughout this trade district.

Northfield Summer Home Folks in trading at this reliable store are assured of the same high type of service which you would receive in your own Home Town.

### THE SNACK BAR

GORDON G. BENNETT — THOMAS B. COLBECK

A BETTER CLASS Wayside Establishment. Ice cream and Sandwich Bar. Soda — Serving SNOW ICE CREAM — Soda Bar — Hot Chocolate — Deliciously Prepared Coffee. Tasty Sandwiches and Delicacies. OPEN 10:30 a. m. to 1 a. m. — Dinners Served 11:30 a. m. to 1:30 p. m. — Suppers Served 5:00 to 8 p. m. — (Plenty of Parking Space Available.) CLOSED MONDAYS.

One of the most popular and best managed wayside establishments in Greenfield is The SNACK BAR located at 377 Federal St., Route 5. The Snack Bar is under the capable management of Messrs. Bennett and Colbeck who are well known throughout the county. In the operation of this unique establishment they aim to make you feel and know that your business is desired and appreciated.

In fact the Snack Bar is on a par with the finest of establishments of like character in the largest of cities.

It is an accepted fact that Greenfield is the "hub" of all Franklin County. Many of our people throughout this part of the county have occasion to visit at Greenfield quite regularly. Suggestion is made by your writer to make it a point to drop in at the Snack Bar for that tasty sandwich, delicious ice cream or cool and refreshing beverage. During the sultry summer months or at any season of the year a visit to the Snack Bar will surely com-

plete the pleasures of the day. In planning the Snack Bar has been left nothing undone. Everything in the way of modernity to better serve has herein been installed. The fixtures and lighting of this better-class wayside establishment are studied phases of appointment with an eye to making the Snack Bar a "must" visit in Greenfield.

The writer in closing is pleased to once again point out and recommend the Snack Bar to all his readers. Those of our readers employed in Greenfield will find the Snack Bar an ideal place for that light snack, ice cream and beverage. After theatre or sporting event parties drop in this week-end... enjoy your favorite sandwich, beverage, and ice cream delicacy.

EARLY SPRING FOLK NOW in NORTHFIELD will find the same high type of service that you would expect in your own HOME-TOWN, at the SNACK BAR. Phone 9181.

### W. F. HURLBURT CO.

SERVING THIS TRADE DISTRICT

In seeking to BETTER SERVE a few months ago this firm moved to their more SPACIOUS store at 24 Chapman St. A Greater Array of Merchandise is at this new store with the added advantage of More Convenient Shopping.

A Store Devoted EXCLUSIVELY to the Sale of Toys and Novelties. In singling out but a few of the items carried—Musical Toys — Daxey Play Balls — Plastic Jump Rope — Sand Sailer — Swim Rings. OUT OF THE ORDINARY TOYS and NOVELTIES. Convenient Lay-Away Plan.

It is a noteworthy fact that Greenfield is the trading center for all of Franklin County. Due to the limited mercantile development of the smaller towns many of our readers have occasion to visit Greenfield quite regularly.

The W. F. Hurlburt Co. is a YEAR ROUND store which numbers in its large list of patrons many of our people who have come to realize that it is always the best policy to do business with a store such as this that handles this line as an EXCLUSIVE business—not as a seasonal sideline.

On a visit to W. F. Hurlburt Co. one will note that TRADE BRAND merchandise is featured. Those items which have a definite need in meeting the requirements of the tiny folk. Space does not permit your writer to go into complete detail on the lines of Toys and Novelties carried but in a word the stock at W. F. Hurlburt Co. is

on a par with that which one would expect to find in the largest cities.

Just at this early SPRING time in anticipation of the needs of folk in Greenfield an unusually fine stock is being offered by W. F. Hurlburt Co. In making that customary shopping trip to Greenfield your writer suggests dropping in at this unique store and pick up that little something for the tiny folk which is sure to please.

Messrs. Hurlburt have contact with leading toy and novelty manufacturers and jobbers and their store affords the LARGEST and BEST Selection.

In closing your writer in this Greenfield review is pleased to once again number and recommend the W. F. Hurlburt Co., now LOCATED at 24 Chapman St., Greenfield, Tel. 8178.

### Greenfield Wallpaper & Paint Co.

H. A. KNAPP &amp; SON

SERVING THIS TRADE DISTRICT

WHOLESALE — RETAIL

Complete line of IMPERIAL Wallpaper and "KYANIZE" and "DUTCH BOY" Paints for every requirement. Artist's Supplies, Home Specialties, Floor Coverings, Floor Sanders for Rent at Nominal Charge. Fine QUALITY AWNINGS.

Devoted exclusively in seeking to offer the LAST WORD for those who seek the finest in QUALITY PAINTS and DISTINCTIVE WALLPAPERS as well as supplies The Greenfield Wallpaper and Paint Co., located at 83 Bank Row, Greenfield, Tel. 6580, extends a cordial welcome at this NEW SPRING season to the people of our communities to visit this well planned showing in these lines.

There is nothing that adds so much or PERKS-UP the home in a manner gained by the wallpapering of a room or two. A visit to Greenfield Wallpaper & Paint Co. will convince you of this. For here a full selection of the NEW-EST 1949 IMPERIAL PATTERNS—each especially patterned for the particular room is carried. Messrs. Knapp will be pleased to plan with you and you can depend that

you will find his suggestions most helpful. They are students of home decorating.

"KYANIZE" and "DUTCH BOY" paints featured here are QUALITY Paints. In the manufacture of these paints the most rigid specifications are met with—a pledge of the highest QUALITY. Brushes, oils, as well as PAINTS and ROOF COATINGS particularly adapted for farm buildings together with a full line of paper-hangers' supplies may be purchased here.

SPRING TIME IS THE IDEAL PAINTING and DECORATING TIME. Throughout FRANKLIN COUNTY there are many users of "DUTCH BOY" paints. Their outside paint in particular is second to none. Plan NOW to use "DUTCH BOY." — It is quality plus.

#### Road Shows

The road show has long been regarded as the "world's fair" of the construction industry. During the past 39 years, 31 road shows have been held, 10 of them in Chicago, the site of the mammoth road show of 1948. The newest and most efficient types of road building materials are demonstrated at road shows.

#### Tribute to Walton

Isaac Walton is one of the relatively few authors who have reached immortality through a single work. His book, "The Compleat Angler," revealed a man of quiet contemplation, full of deft humor, a lover of life and mankind, and above all, a crackjack fisherman.

#### Capitol at Boise

Idaho's state capital building at Boise is unique in having its own water supply from three artesian wells.

#### To Save Curtains

Rough, jagged edges on curtain rods tear too many curtains. To avoid this, try the following plan: When curtains are laundered and ready to be put up, dip one end of the curtain rods in melted paraffin and allow to harden. Then slip the paraffin end of the rod through the curtain and it will prevent sharp edges from snagging the curtain.

### BLOODY BROOK INN

Stephen H. Vartanian, Your Host

Excellent Food Since 1801

Broiled Steaks, Chops, Lobster

Lathrop Dining Room — King Philip Cocktail Lounge. Facilities for Private Parties and Banquets. For Reservations Phone — S. Deerfield 335 and 108.



One of the most HISTORICAL and FINEST INNS in the Connecticut Valley is the Bloody Brook Inn which had its inception 11 years before the MEMORABLE WAR OF 1812. This Inn located in So. Deerfield with its 149 year background is today as it was in yesterday a TRADITIONALLY OLD LANDMARK for which NEW ENGLAND is famed throughout the world. In entering its inviting portals one will get the real friendly feeling of the stage coach era when early America was just an infant.

The dining room service at the Bloody Brook Inn is under the capable management of Stephen H. Vartanian, who as your HOST extends the glad hand of hospitality to all Franklin Countians and its

thousands of visitors to Northfield and vicinity.

In keeping with an established policy of operation the Bloody Brook Inn is primarily known for its FINE FOODS, such as broiled steaks, chops and Lobster Dinners. A well qualified chef plus the many years of buying experience of Mr. Vartanian assures you of the best the market affords in quality foods. From a BITE to a BANQUET is the scope of this fine Inn's service. Emphasis has been centered on SPECIAL PARTIES. With unexcelled facilities in planning your special party. Banquets, socials, testimonial dinners, stags, wedding breakfast, etc. Stephen H. Vartanian will be glad to assist you in all details... helpful menu suggestion is also available.

The LATHROP Dining Room and the KING PHILIP Cocktail Lounge offer you choice cuisine and accommodations for parties large and small. Good food is ever the rule at the Bloody Brook Inn... Specializing in Steaks, Chops and Sea Foods. At this season of the year, Northfield and vicinity welcomes many visiting folks... for a delectable meal... anytime... visit the to all Franklin Countians and its Bloody Brook Inn.

### FORBES CAMERA SHOP

Serving This Trade District

#### "EVERYTHING PHOTOGRAPHIC"

Projectors and Cameras "BELL and HOWELL" Precision Equipment, Still and Movie Cameras, Film, Papers, Chemicals, Rentals and Repairs. Lamps and Accessories. Miniature Cameras.

Picture enthusiasts are indeed fortunate—more so than most of us realize—until we visit The Forbes Camera Shop, centrally located in The Mansion House block at 350 Main St., Greenfield, Tel. 9898.

People of all classes have come to the realization that one of the most interesting hobbies is that of picture taking. Aside from cameras and other equipment suitable for the particular type of picture taking the enthusiast often finds himself or herself at a loss as to the principles of better picture taking. Interesting as picture taking is it naturally follows that it does require a certain technique plus a selection of the proper equipment.

It is a known fact that all New England holds much interest to the early SPRING SPORTS enthusiast hunter, angler and general vacationer. Just at this spring and approaching Summer Time the various forthcoming sports events will hold the spotlight.

Folks throughout this immediate area and from the metropolitan areas come to New England regu-

larly for the forthcoming season as travel bureaus and Chamber of Commerce bureaus are most aggressive in selling our picturesque countryside to all the people. The Forbes Camera Shop is under the ownership-management of Mr. and Mrs. Forbes who have been identified with Franklin County business life for 40 years and on a visit to their shop one will note that the character of this shop on a par with those only found in much larger centers.

NATIONALLY ADVERTISED MERCHANDISE is the rule at The Forbes Camera Shop... those lines which you will also see advertised in the better photo and camera magazines.

In this our Greenfield review your writer is pleased to number and recommend such a fine photo shop as the Forbes Camera Shop. When visiting Greenfield at any season of the year drop in and look around. NORTHFIELD year-round, seasonal and just visiting folks are sure to find just their needs in the photographic line.

### THE FASHION SHOP

(CREDIT SYSTEM)

Serving Franklin County — Southern Vermont and Southern New Hampshire for over a QUARTER of a CENTURY. YOUR ACCOUNT INVITED. Outfitters for Men, Women and Children. Dignified Credit Extended to Residents of These Communities — Fine Selections of NEW SPRING and SUMMER SEASON Merchandise, Priced Within Your Clothing Budget. Now Being Offered — Attractively Priced. ATTENTION READERS: Our Jewelry Department Has Many Appropriate GIFTS for Every Occasion... Watches, Compacts, Rings, Bracelets, Etc. Your Patronage is Appreciated.

People of every class have found department, where they make a specialty of catering to those of moderate means who wish to dress in the modern and distinctive manner that present day business and social activity demands.

The Fashion Shop realizes that in many instances family budgets prohibit cash purchases and for that reason are glad to offer credit arrangements. For the Girl or Boy at any season of the year you can buy advantageously.

This makes it possible to wear good clothes at moderate prices and pay for them on easy terms. Make The Fashion Shop your family clothiers... their coverage of this trade district comprises about a 50-mile radius of Greenfield.

### CLARK HARDWARE CO.

ESTABLISHED 21 YEARS

Dealers in GENERAL FARM, HOME and BUILDERS HARDWARE for Every Purpose. Sherwin-Williams PAINTS — Farm Supplies — Sprayers and Spray Materials — Poultry Supplies — Eeds — Glass — Specialties. NATIONALLY ACCEPTED MERCHANDISE. Distributors of LUMINAL.

ATTENTION SPORT LOVERS: CLARK'S SPORT SHOP, the basement of the Hardware Store carries equipment made by the nation's leading manufacturers for every type of sports. You are welcome to drop in any time.

In every large trading center there are those establishments which by virtue of progressive management and quality merchandise plus knowing how to treat the public stand out. Such a firm is the Clark Hardware Co., centrally located at 289 Main Street, Greenfield, Telephone 5694.

"Everything in Hardware" means a large supply of builders, home and farm hardware and specialties for which the Clark Hardware Co. is noted. They follow all the latest trade journals and keep up-to-date with a stock found always to be the best in the hardware line.

The goods carried here have been found always to be of the best quality consistent with the price at which the article is sold and at the Clark Hardware Co., you will find standard makes of the world's best manufacturers.

A very selective line of high-grade builders hardware is carried in durable and attractive styles. Prospective post-war new

home, farm and commercial builders will find the Clark Hardware Co. particularly well versed in this line and able to meet the most exacting specifications.

In the paint line, the Clark Hardware Co. have chosen well in offering the SHERWIN-WILLIAMS line of paints and varnishes. These quality paints are of the finest and are giving the best satisfaction to the many users throughout this area. They are carried in all colors and can be secured here in any size lot. For the maintenance of your home, commercial and farm properties, use SHERWIN-WILLIAMS.

In this our annual Greenfield review your writer is pleased to once again number and point out this leading HOME OWNED and HOME OPERATED hardware and sporting goods store. Don't forget to visit Clark's Sport Shop... the FINE PANELLED SPORT SHOP is one of the FINEST IN NEW ENGLAND.



## LaMontagne Motors

(Formerly Comins Garage)

YOUR NEW LINCOLN-MERCURY DEALER

Guaranteed Used Cars — Complete Line of Genuine Replacement Parts, Accessories and Expert Maintenance Service on all Makes of Cars. Selective List of GUARANTEED USED CARS ALWAYS.

Reputable automobile manufacturers are most exacting in letting the franchise in a given territory for their product—this is especially true in the competitive automotive field. It is indeed a tribute to the LaMontagne Motors with Modern Day Sales and Service establishment Centrally located at 25 Main Street, Greenfield, Tel. 4681, to have this franchise. Franklin Countians can rest assured that Edwin H. LaMontagne, Sr. will adhere to the sound business principle of good car value, plus a conscientious viewpoint towards giving Lincoln and Mercury owners in providing a reliable servicing of these fine motor cars.

The public acceptance of the Lincoln and Mercury has commanded a tremendous national market.

Just at this writing there are millions of these motor cars on the road.

Just at this post-war time MAIN TENANCE is an important item with many car dealers. Many car owners throughout Franklin County are repair conscious... at this time your writer wishes to point out that the LaMontagne Motors in keeping with present day trends advocates having necessary mechanical work done. It is the part of good judgement to have necessary repairs done as car operation becomes costly if you neglect to have that valve or motor overhaul job done when needed.

Whether you purchase a new or used car it is the part of good judgement to deal with reputable firms. The used car market today

is still a sharp market... the law of supply and demand has created a post-war condition which has brought about some unscrupulous conditions. Remember, the LaMontagne Motors is a substantial firm in Greenfield. Their investment as a going business is your assurance to not an unreasonable long deal but a sensible transaction. E. H. LaMontagne's Sr., code of business ethics is above all to make a friend for his business and above all the priceless asset of any business is GOOD WILL. Your writer is pleased to number and recommend the LaMontagne Motors in this our Greenfield business review.

The new and beautiful 1949 Lincoln Cosmopolitan Sport and Town models and Convertible. It is an accepted fact that to give good automotive sales and service the general management of a business must have a well selected personnel. In this respect E. H. LaMontagne, Sr. has associated with him an experienced staff... namely Roland Spencer, Sales; E. H. LaMontagne, Jr. Parts Department; Edward "Bud" Chalet, Service Manager; Donald Gaynor, Assistant Service Manager; Chester Comins, Gas, Lubrication and Elihu C. Osgood, Accountant.

Edward "Bud" Chalet service manager has had a wealth of experience in "FORD" products.

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## Your GARDEN

by Gertrude C. Whitney

During the past fifty years the rock garden idea has expanded greatly from the mental concept of a pile of conical stones containing pockets filled with cacti, tuberous begonias or ferns, or whatever plants were best suited to the amount of sunlight and moisture which the rockery would receive.

After World War I, when the world had settled down to peaceful pursuits, garden clubs were formed throughout the East and the rock garden idea took firmer root.

Formerly, the scenic effects of rocks as backgrounds or foundations for flowers, in groups or masses, were only to be found in botanical gardens. I remember the small but altogether charming one made by the head gardener, Hubert Can-

ning of Smith College, in the late Nineties. One had to pass through it on the path that follows the contour of the Observatory slope. In it were assembled primulas, saxifragas, ferns and dwarf evergreens. It was the short cut to the plant house for our senior botany class. It was cool and restful to pass through there and a pleasing woodsy smell exuded from its damp sides.

Today we hear of a variety of rock gardens that may be developed according to the nature of one's land: the natural rock garden, utilizing outcrops of Achean rock, trap-rock ledges, or boulders, if you are fortunate to have them; the wall garden, the natural habitat of rock-crests and saxifragas and lending itself to graceful hanging vines or trailing nasturtiums; the sunken garden, utilizing the infinite possibilities of that old cellar hole that is fading into your landscape; the artificial rock garden for which rocks and loam are brought from

some other location at considerable expense.

It is the latter type with which most amateur gardeners have to struggle in order to produce a natural and pleasing fact. I spoke at some length of this type in my column last week.

First get your rocks. You may have plenty of unornamental rocks thrown up while cultivating the land, which can be used for the sloping foundation. For the rocks which are going to show, take your wheelbarrow or car and pry up waterworn rocks in the woods, swamps, or brook beds. These are much sought after on account of the lengthwise markings and the ancient gray look. Sometimes they are worn into curious shapes simulating an anvil or a duck, and these should be placed in prominent places to delight the eyes of your visitors. When your garden shall have taken on a settled, natural look.

Having arranged your slopes and rocky foundations and built up

rocky pockets to separate the varieties of flowers which you propose to grow, fill up the cracks with bits of stone and dried grass roots, sprinkle the bottom of the pockets with fine, broken stone or plaster (for the lime needed), yellow dirt mixed with available fertilizer, and lastly some rich brown loam, although certain plants like cacti, are light feeders and a more sandy soil will suffice.

You have of course previously plotted out your garden arrangement on paper, allowing perhaps for a central motif such as a bird-bath, sundial, or silver ball, in which case you would need a continuous path around the four sides. I rather like the four-sided, semi-sunken effect.

As to what plants go into the pockets, you will be guided by the amount of sunshine which they are to receive and the natural moisture on your land. Personally, I like iris for it has almost endless variety and can be worked into backgrounds, borders, or bird-bath surroundings. Foxgloves should do well, not too far from the bird-bath, but you run the risk of their getting winter-killed.

For mass effect in the early spring, there is nothing more satisfactory than a compact carpet of moss pinks (*Dianthus deltoides*) ranging from white, through shades of pink to lavender. These spread rapidly and are ideal for ledges. They will fill your pockets and will need to be thinned out now and then. The yellow sedums, natural wall flowers, will form a pleasing contrast and will hang over the rocks in showers of gold. There is a wide variety of sedums. Some of them are pink. "Hen and chickens" are good fillers for the rock pockets and multiply fast.

Other mass plants for early spring are snow alyssum and arabis, or rock cress, also white and feathery. You will enjoy candytuft in lilac and white for the lower reaches. For patches of color and beauty, put in annual phlox and verbenas. The latter have a semi-trailing habit. Chinese pinks are most satisfactory, also portulacas, which will stand a lot of dry weather.

Go out into the native ledges and get some plants of wild columbine, for early spring blooming, and I am sure the modest wood betony would do well in the rock garden, if not too exposed. Leave room also for the dainty coral bells. Our native lupine which grow in

## CENTER SCHOOL NEWS

The helpers for the past week in grade one were: floors, Bradley Sanborn, Kay Lombard; closets, Peter Urzilewicz and Linda Ziobl.

The first grade received another gold seal in writing recently.

Kendall Browning motored to Boston recently with his father.

The monitors in Mrs. Stebbins' room this week are: Paper, Marlon Jewett and Lewis Starkey; Desks, Donna Hayes and David Barnes; Lunch Room, Chester Kugler and Bette Mann; Library, Terry Aldrich and William Durant; Closets, Colleen Barber and Peter Scanlon; Plants, Edward Doolittle; Health Inspector, Carol Merrifield.

In grade 3, of the 22 pupils present on Wednesday, 21 bought the school lunch. The other one bought only milk.

Theresa Gravel, Marilyn Porter, David Billings, Gareth Casey, James Dresser, Arthur Fisher, Nelson Moore were present every day during the last marking period.

In grade 4 pupils who were neither absent nor tardy for this term were: Fred Avery, Alan Bolton, Robert Helbig, Roger Holloway, Beatrice Bassett, Adriel Carpenter, Judith Sevens, Judith Thompson.

Ann Parker of Grade 5 received her fifth letter from Lucienne Valois in Camiers.

George Mello received a letter from Rene Decorte thanking him for the package. Rene was pleased with the American candy.

Neither absent nor Tardy this year are: David Amsden, Joseph Fortier, Eleanor Moon, Dorothy Stacey, William Smith.

All pupils were treated by Tenney Farms to orange sherbert on Wednesday.

The teachers of Center school attended a Teacher's Club meeting at the High School Home Economics room where two of our staff,

sandy soil can easily be trans-

planted, but one would find more variety of colors in a packet of seeds started early. Calendulas and oriental poppies could be placed to advantage in the center bed with the bird-bath, with a few hollyhocks for permanence and some cosmos to partially shade the bath and furnish seeds for the birds. For the bees, put in veronica spicata. They love it.

Miss Dalton and Miss Briley, and Miss Lawley of the High School, were honored for their years of service as teachers in this town.

## HONOR ROLL

Grade 4  
High Honors: Rita Gibson, Seth Parker. Honors: Frances Given, Beverly Dombreck, Judith Thompson, Ruth Clough, Robert Helbig, Martha Parsons, Virginia Phelan, Alan Bolton, David Hillier.

Grade 5  
High Honors: May Cook, Ann Parker. Honors: David Amsden, Nancy Mann, David Martin, Robert Scott, Andrew Sheldon.

## Town Topics

Mr. and Mrs. Mott P. Gaher and their twins, Merrilean and Ricky, gave a picnic lunch at their home on Saturday with the following friends present: Mrs. John W. Bennett and son Jacky, Mr. and Mrs. Harold Ray and sons, Lanny and Frank, Miss Claire Damon, Mrs. David Hammond and children, Helen, Susan and Gretchen, Frank N. Ray, and Mrs. Vivian Scanlan and children, Leo Marie, Francis and Peter.

The American Legion Auxiliary voted to send \$10 to the Children's Medical Center Fund in Boston.

## Storage Protection

for clothes . . . Furniture . . . Rugs

Odora

"Super Jumbo"

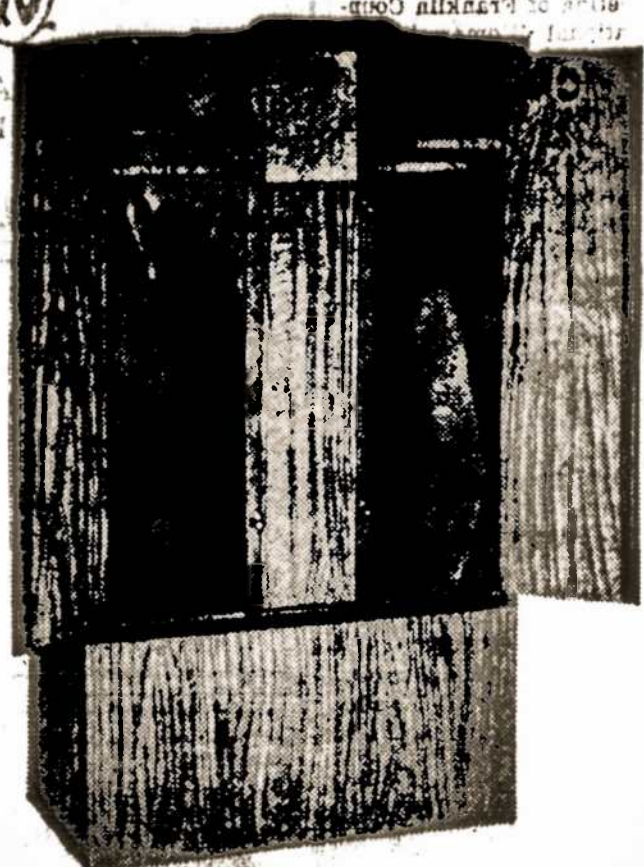
## WARDROBE

An extra large wardrobe — made to hold up to 30 garments. Two swing doors with 4 metal closures for doors with 4 metal closures. 68" high, 36" wide, 21" deep.

**\$6.95**

smaller size \$4.95

downstairs store



## Moth-Gas LIQUID FROST

All-purpose, thoroughly effective moth spray. Won't stain or injure clothing, furniture, rugs.

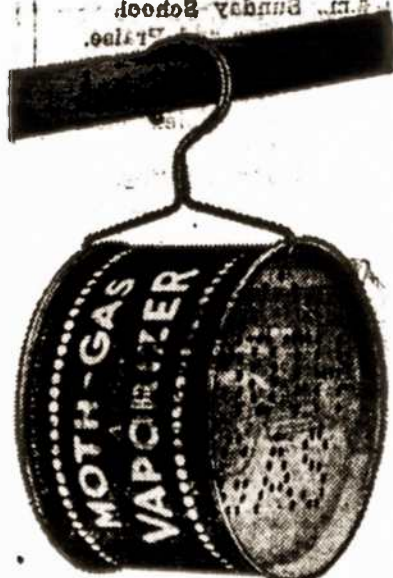
79¢ pt. \$1.35 qt.



## Moth-Gas CLOTHES SAVER

Will not stain or injure fabrics. Can be used in direct contact with fabric. Leaves no odor.

10¢ 39¢ 69¢



## Moth-Gas All Year VAPORIZER

Hangs in closet, kills moths, eggs, larvae. Thorough protection all year long. Metal refillable containers. Refills 79¢.

89¢



## Moth-Gas HAIL

Crystal form for storing woolens and furs. Kills moths, eggs, larvae. Perfect for use in vacuum cleaner.

1 lb. 69¢ 2½ lbs. \$1.49



Second Floor

Enjoy the biggest triple thrill in motoring!  
See... Drive... and Save Money with

## CHEVROLET



The most Beautiful BUY of all

### SEE!...

The most Beautiful BUY for Styling and Visibility



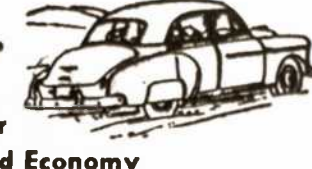
### DRIVE!...

The Most Beautiful BUY for Handling Ease—Riding Ease and Safety—with New Center-Point Design



### SAVE!...

With the most Beautiful BUY for Performance and Economy



You'll enjoy your first thrill the minute you look at this new Chevrolet with Beauty-Leader Body by Fisher! For here's the car that people everywhere are saying out-styles all others, in line and contour, in sparkling color harmonies, and in fixtures and fabrics, while giving clearest visibility as well . . . the only low-priced car with a Body by Fisher.

You'll enjoy an even bigger thrill when you drive and ride in this car! It provides that unmatched 4-way engineering advance, Center-Point Design, including Center-Point Steering, Center-Point Seating, Lower Center of Gravity without loss of road clearance, and Center-Point Rear Suspension—for greater driving ease, riding ease and safety.

You'll enjoy the greatest of all motoring thrills when you experience the amazing performance and economy of this new Chevrolet! It's the only low-priced car that offers the split-second getaway, lively acceleration, and dynamic hill-climbing abilities of a world's champion V-8-in-Head engine. And it brings you this finer performance at lowest cost.

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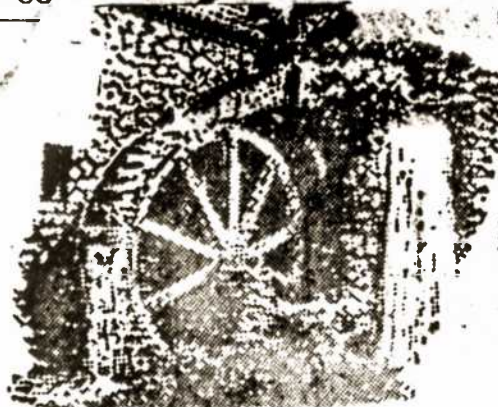
"HOMEGAS"

complete lin

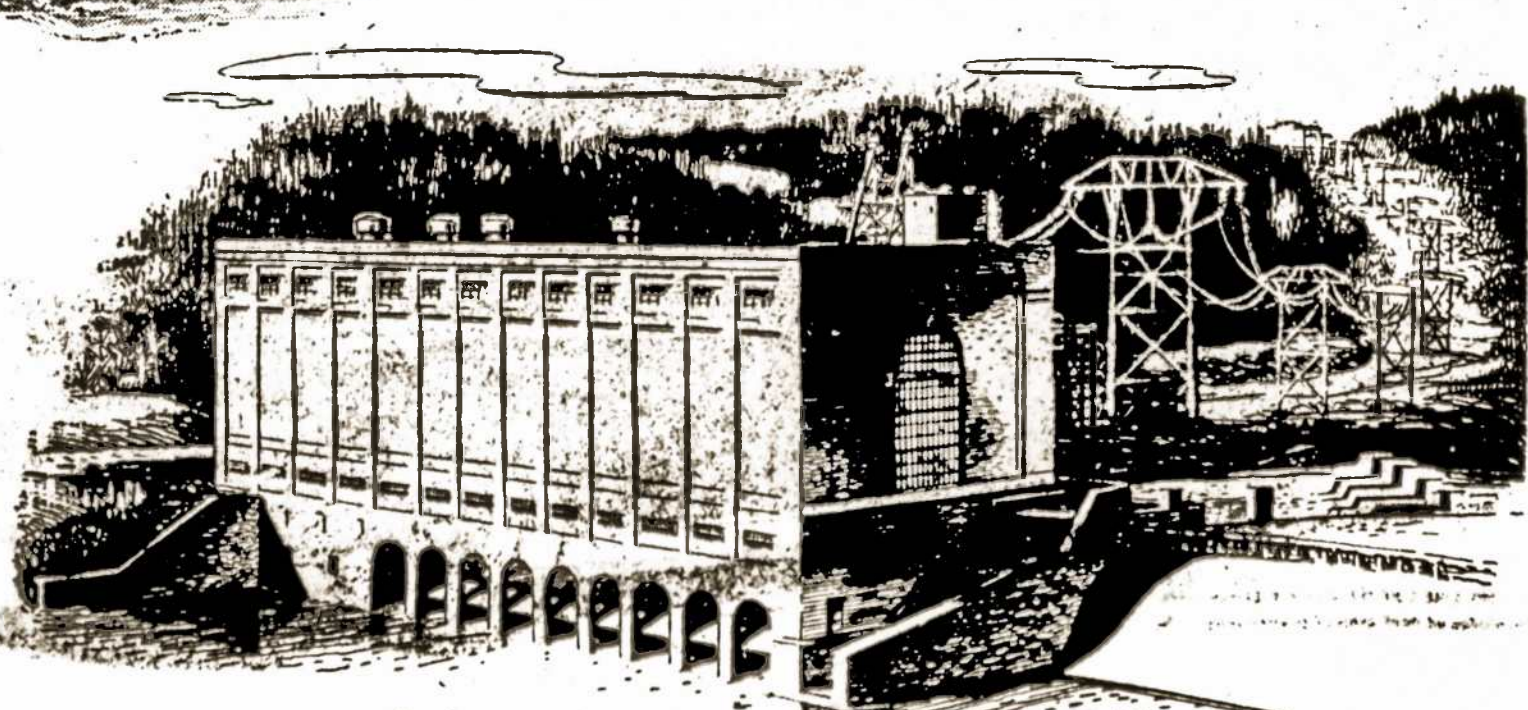
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used for CO

by the old mill stream . . .



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ELECTRIC GENERATORS



The streams that turned New England's grist mills in Colonial days are now busy turning electric generators.

And since New England's water power has been developed intensively for a couple of hundred years it is only to be expected that the best sources have long ago been put to work. That is one reason why our new electric plants are of necessity mostly steam operated. Another reason of vital importance is the year 'round reliability of steam-power generation.

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### Town Topics

A pink and blue shower was given in honor of Mrs. Evelyn White of Mountain Park, East Northfield, at the home of Mrs. Gladys Buffum, Main street, East Northfield, by co-hostesses, Mrs. Marion Billings and Mrs. Genevieve Eastman recently. A table was decorated with blue crepe paper, on which were placed many gifts. Refreshments were served. Among those present were

Mrs. Dorothy White, Hampden St., Mrs. Flora White, Barnardston, Mrs. Lillian Randall, Mrs. L. B. Barnes, Miss Marguerite Barnes, Mrs. Anna Churchill, Miss Grals Church, Mrs. Vivian Scanlon, Mrs. Ida Maynard, Mrs. Dorothy Hammond, Mrs. Beatty Jacobus, Mrs. Jesse Gibbs, Mrs. Emma Stacey, Mrs. Blanche Stacey, Mrs. Genevieve Clark, Mrs. Bertha Hammond, Mrs. Aina Hantunen, and Mrs. Beverly Buffum.

"Homemakers' Day" will be held at Mount Hermon, from 10:15 a. m. to 3 p. m., May 10. Luncheon will be served by the Mount Hermon Missionary society at Social hall. Reservations must be made for the luncheon with home demonstration agents, Rosa Starkey and Mrs. Marjorie McGillicuddy at the Court House in Greenfield.

Ernest Dunklee of South Vernon was named vice-president and Gordon C. Buffum of East Northfield was elected treasurer at the recent meeting of the Franklin County Gldeons in Mount Hermon.

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The new BALL DOME 13-piece metal lid is easiest to use and sure to seal. Fits any Mason jar. To test seal press dome—if down, jar is sealed!

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Use Ball Jars for home canning success. Get the famous Ball Blue Book of canning recipes at your grocery, or send name, address and 10c to BALL BROTHERS COMPANY, MUNCIE, INDIANA.

Buy Ball Jars

### Church CALENDAR

#### TRINITARIAN CONGREGATIONAL CHURCH

Rev. Joseph W. Reeves, Minister.

Sunday, May 1.

9:00 a. m. Junior Choir rehearsal

9:55 a. m. Church School

10:00 a. m. Men's Bible Class and Young People's Forum.

11:00 a. m. Public Worship, Baptisms, Reception of new members, and Observance of Holy Communion. Pre-school age children attended by Mrs. Ray Thompson.

6:30 p. m. Pilgrim Fellowship of Young People. Nancy Jack will lead the devotional service. Mr. Frederick Bauer will speak on "Current Ideologies."

There will be a meeting of the officers and teachers of the Church School at the parsonage on Monday evening at 7:30.

The annual meeting of the Woman's Guild will be held on Thursday evening in the vestry. A birthday supper will be served at 6 o'clock. A penny for each birthday will be the price of the supper ticket. The year's work will be reviewed and officers elected. All women of the parish invited to attend.

Sunday, May 8.

Observance of Family Sunday.

Wednesday May 11.

Spring meeting of Franklin County Congregational Women in the Colrain Church, 10:00 to 3:00.

Tuesday, May 17.

"Father and Son" night at the Brotherhood.

ADVENT CHRISTIAN CHURCH

South Vernon, Vt.

Rev. Elvin W. Blackstone

Services every Sunday, 10:30 a. m.

Sunday School, 11:45 a. m.

Loyal Workers, 6:45 p. m.

Praise Service, 7:30 p. m.

UNITARIAN CHURCH

Rev. Richard G. Sechrist, Minister.

Sunday, May 1.

10:00 a. m., Sunday School.

11:00 a. m. Service and Sermon.

ST. PATRICK'S ROMAN CATHOLIC CHURCH

Rev. Henry J. McCormick, Pastor.

Masses: First Sunday of Month.

8:30 a. m. All other Sundays, 10:30 a. m.

FREE METHODIST CHURCH

Rev. Helen D. Bassett, Pastor

Sunday, May 1.

10:30 a. m., Service and Sermon.

"The Greatness of God."

11:30 a. m., Sunday School.

7:00 p. m. Prayer and Praise.

Tuesday, May 1.

Monthly meeting of the WBS at the home of Mrs. Helen Bassett.

Wednesday, May 4.

Mid-week prayer meeting.

### Classified Ads

WE SERVICE Refrigerators. We have a large stock of parts, including V-Belts available. For prompt service phone 445, George H. Sheldon, Northfield, Mass.

FREER LOCKER, packaging and wrapping supplies on hand. George H. Sheldon, Brim's Rd., Northfield, Phone 445.

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DRESSED POULTRY — and fresh eggs: Fowl, 53c; roasters, 54c. Eggs, Extra Large, 66c; Large 64c; Medium, 61c. Deliveries on Wednesday and Saturday. Tel. 709, Amosden Poultry Farm, South Vernon.

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